

The NATIONAL UNDERWRITER

Life Insurance Edition

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FRIDAY, SEPTEMBER 17, 1948

MEMO

To: The Field Organization.
From: James A. Fulton

Many of you began your Home Life careers when Planned Estates Service was in the early stages of development. The company has grown, your clients' concepts of life insurance have grown -- and so has the size of the average policy you have written. For the eleventh consecutive year, you wrote the largest average life in-

your pride of achievement. In 1947 than double the size of an appreciable

CLAIM OF SERVICE

This is a full-rate Telegram or Cablegram unless it is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

SYMBOLS

DL - Day Letter
NL - Night Letter
LC - Deferred Cable
MLT - Cable Night Letter

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W P WORTHINGTON, VICE PRESIDENT

HOME LIFE INSURANCE CO

HOME LIFE AVERAGE POLICY OF 12159 DOLLARS SOLD DURING 1947 WAS HIGHEST FOR 11TH SUCCESSIVE YEAR AMONG ALL NORTH AMERICAN COMPANIES WITH OVER ONE HUNDRED MILLION DOLLARS OF INSURANCE IN FORCE STOP AVERAGE SOLD WAS 12181 IF INCREASES REVIVALS AND ADDITIONS INCLUDED STOP AVERAGE POLICY IN FORCE OF 5676 DOLLARS WAS HIGHEST FOR 6TH CONSECUTIVE YEAR:

=12159 1947 11 5676 6=

ROBERT W LORD FLITCRAFT INC

244P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Never, in have we placed the goal - service. fundamental objective did so because they needed these large policies did so because they provided it. them. They wanted a plan, and you provided it. Congratulations.

James A. Fulton

P. S. - The figures for our average policy for the first six months of 1948 stand at \$12,717.

HOME LIFE INSURANCE COMPANY

JAMES A. FULTON
President

256 BROADWAY, NEW YORK

WILLIAM P. WORTHINGTON
Agency Vice President

"A Career Underwriters' Company"

A. E. Patterson Death Is Shock to Entire Industry

Influence of Mutual Life's President Had Been Pervasive

The unexpected death of Alexander E. Patterson, president of Mutual Life, was a stunning shock to the entire industry. Throughout the years Mr. Patterson, with his vital personality, had impressed himself intimately on thousands of individual insurance men, and as former president of National Assn. of Life Underwriters and as president of a giant company, his influence had been especially pervasive.



A. E. Patterson

Mr. Patterson had been at Chicago last week for a Mutual Life convention and on returning east, he went to East Orange General hospital at East Orange, N. J., to visit his grand-nephew, Rolon Reed, who was a patient there. Mr. Patterson was stricken in the hospital and died late Friday night. Mr. Patterson's wife and his 24 year old son, Alexander E., Jr., were at his bedside. His age was 61.

En Route to Country Place

The family group was en route to the country home that they had just recently purchased in Bucks county, Pa. Their New York City home is at 455 East 57th street.

Funeral services were held at St. James Church at New York Tuesday, and interment was at Mifflintown, Pa.

Mr. Patterson's life insurance career of 40 years included service with Equitable Society and Penn Mutual as well as with Mutual Life. He was a man of uncommon energy, of sparkling personality and at every stage in his career he made his mark in a very prominent way.

Mr. Patterson was born at Washington and attended University of Pittsburgh. He joined the E. A. Woods agency of Equitable Society at Pittsburgh in 1908. He served for 27 months in the first war. He attended the first officers' training camp at Ft. Niagara as a second lieutenant in the infantry officers reserve corps, graduated in the first class from the field artillery school of fire at Ft. Sill, Okla., and then served overseas as a major in field artillery.

He returned to Equitable at Pittsburgh after the war, but in 1922 he was transferred to New York to establish a new agency for that company. Three years later he was placed in charge of Equitable's largest agency at Chicago.

In 1928 Mr. Patterson was one of a number of life insurance luminaries that were recruited to give new vitality to Penn Mutual Life and he became general agent for that company for Chicago and Illinois.

He was a great favorite at Chicago and served there as president of Chicago Life Underwriters Assn. In 1937 he was taken into the home office of Penn

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Keep Sights High: Moyer

Underwriting Limits Shouldn't Be Wet Blanket

The terms "big risk" or "jumbo risk" are not good names to define the question of large amounts of insurance, according to Vice-president Ross E. Moyer of John Hancock Mutual Life who addressed the meeting of general agency leaders at Atlantic City.

The question, he said, should be what is a reasonable amount of insurance for any given individual to own, and whether this total amount, be it large or small, is reasonable in comparison with his economic circumstances.

Recalls Earlier Experience

In the late twenties and early thirties, he recalled, when selection standards had not been sufficiently well established to protect companies on risks of this type, business involving larger amounts developed too high a rate of mortality. Speculative risks which should not have been accepted were being taken, and the situation did call for correction. Various rules were established for determining the maximum amount of insurance on a given individual, and this maximum was usually liberal. A very small part of the business submitted approached any of the maximums suggested.

Some of the more common practices suggested at that time were to grant insurance of some given number of times the applicant's annual income. Generally this factor of number of times income decreased with age, and ran something like this—10 times income at age 30, eight times at age 40, six times at age 50, etc. Another rule was to grant that amount of insurance which 20% of the applicant's income would purchase on the whole life plan at his current age. These rules were based generally on determining an amount of insurance which would continue some part of the applicant's income for a reasonable period if early death occurred.

Indemnity Principle

An underwriter, he said, needs to consider the indemnity principle and place some kind of valuation on the life of the applicant to be insured. If an excessive amount of insurance in relation to this valuation is obtained, the door is opened wide to speculation.

An individual's income is the best measure of establishing the amount of his insurable interest, since it is the best measure of the individual's potential worth. An early death discontinues at least earned income, and this is something upon which a money value can be placed. To the extent that life insurance covers earned income, it is dealing with and applying the indemnity principle from an underwriting standpoint.

In each of the various uses of insurance including key man coverage, creditor's insurance, stock purchase plans, inheritance taxes, there is a matter of comparing the amount of insurance with the loss which an early death may cause. Family protection is really the backbone of the business. Here life insurance is used to protect the income of the wage earner to his family in event of his early death. "Here we should be able to obtain some reasonable relationship between the individual's income and the amount of insurance he should possess."

Mr. Moyer called attention to the fact that today there are much higher individual incomes than existed when the earlier efforts were made to establish a relationship between income and amount of insurance.

"Rates of interest have fallen, and it

takes a considerably larger amount of insurance to produce the same income to beneficiaries, and yet with today's higher prices, larger incomes are needed. At that time the matter of federal income taxes was of no where near the significance that it is today, not only as to total amount, but also as to the proportion of income. In the light of these changed conditions I think we might see what amount of insurance is reasonable when we consider lower interest returns and higher federal income taxes. The approach which I am using is not much different from that which you have used when you have done your usual good job of programming an individual's insurance needs.

"Some tables have been prepared showing the amount of insurance which might be considered reasonable for the purposes of family protection. These tables represent insurance which would be required for family protection under the following conditions:

- The family has been taken as husband and wife approximately the same age, and two minor children.

- Federal income taxes at the new 1948 rates have been used.

- Various amounts of income are indicated after taking normal deductions such as interest paid, other taxes, contributions, etc., but before the regular family exemptions.

- Premiums for the life insurance have been taken on a low rate, participating whole life plan, and present settlement options used to convert the insurance into a life income.

- The amount of insurance indicated will provide the wife with a monthly income equal to one-half the wage earner's net income after paying federal income taxes and life insurance premiums. This income will run for

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Patterson, Barton Deaths Cast Pall on N.A.L.U. Parley

Great Convention Proceeds at St. Louis in Subdued Atmosphere

By ROBERT B. MITCHELL

ST. LOUIS—The shock of the sudden and totally unexpected deaths of two widely known and well liked men who had long been closely connected with National association affairs pervades the atmosphere of the National Association of Life Underwriters convention here. The death last Friday night of Alexander E. Patterson, president of Mutual Life and past president of the National association, followed by the passing late Monday afternoon of Walter E. Barton, Union Central, New York, for the last eight years the association's treasurer, have cast a shadow over the meeting that is almost palpable.

Mutual Life and Union Central cancelled their company dinners scheduled for Friday evening. The Union Central affair was to have been in Mr. Barton's honor, marking his completion of service as the association's treasurer.

May Set Attendance Record

As the first general session got under way Thursday it appeared that a new attendance record might be set, exceeding the previous one of more than 2,200, also set at St. Louis, on the National association's 50th anniversary, in 1939.

Political interest in the convention centers on the trustee race—particularly the struggle between the two Iowa candidates, Newell C. Day, Equitable of Iowa, Davenport, and C. V. Shepherd, National Life of Vermont, Cedar Rapids. Mr. Shepherd offered to withdraw if Mr. Day would, but this plan was not acceptable to Mr. Day so it appeared that both would be nominated, by the nominating committee, or from the floor. The election of officers—about whom there is no contest—and the trustees will be held Friday afternoon.

Because of the general sessions being reduced to two, instead of three, the trustees, committees, and national council meetings were held on Monday, Tuesday and Wednesday, respectively instead of a day earlier, as in the past.

First General Session

The first general session, Thursday morning, was conducted by Clifford H. Orr, National Life of Vermont, Philadelphia. After community singing led by Ernest Hares of St. Louis and the invocation by Dr. James W. Clarke, pastor of Second Presbyterian church of St. Louis, Joseph T. Peterson, Guardian Life, president of the St. Louis association, welcomed the audience to St. Louis.

Then Jul B. Baumann, N.A.L.U. president and general agent of Pacific Mutual at Houston, gave his presidential message in which he emphasized that "community of purpose and continuity of action guide us and should continue to guide us in all our work." He pointed out that the objectives toward which the association has been working are those of the association as a whole and not merely those of the president.

"It is with, I hope, pardonable pride that I call your attention to some of the accomplishments of the administrative

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N.A.L.U. Treasurer Barton Dies During St. Louis Gathering

ST. LOUIS — Walter E. Barton, president of the agency of Union Central Life at New York, and for the last eight years treasurer of National Assn. of Underwriters, died unexpectedly, following a heart attack, in his room in the Jefferson Hotel, here Monday.

He was attending the N.A.L.U. convention and earlier in the day had given the board of trustees his report as treasurer. He was not a candidate for renomination, having asked a year ago to be relieved of the post.

Mr. Barton was held in the highest regard by association leaders, both personally and for his excellent business judgment. Though he was treasurer and chairman of the finance committee, he was constantly consulted not only on financial matters but on questions of association policy entirely outside the

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Walter E. Barton

Prudent Poet Left Life Insurance In Verse Will

The will of the late Walter Malloy, 65 year old Ohio Bell Telephone Co. assistant general manager, filed recently in the probate court at Columbus, was done in verse form. Not the least of the charms of the metre to his loved ones will be the \$73,000 worth of life insurance provided by the prudent poet in the following stanzas:

Preamble:

My mind is sound, my heart beats true,
And, realizing what I do,
I take my trusty pen in hand
So Probate Courts throughout the land
May, after I have passed away
And faced my God on judgment day,
Know my desires, and see to it
My will is carried out, to-wit:

Article I—Real Estate

The home is in my good wife's name
And I request it stay the same,
But she may do as she sees fit,
'Tis my advice, get rid of it
And move into a cozy flat
To cut expense; that settles that.

Should I survive my loving spouse
Hold title to our land and house
I will that, when I've run my race,
My boy and girl shall share the place.
Should either one desire to live
In the home place, then they must
give

Unto the other, what seems fair,
To purchase outright their half share.

Article II—Money

If I'm possessed of surplus cash,
A strange thing though it may be,
I will my wife shall have it all
For bills or doctor's fee;
I give her title to all funds
In savings or in check
And ask that she pay all debts
So I'll be square, by heck!

Article III—Personal Estate

Now any other worldly goods
That I have laid away,
Will turn up in the safety box
And this is what I say:
My wife shall have the whole estate
As long as she may live
To spend, to hoard, to dissipate,
To share, to save, to give.
But when death's angel beckons her
What ever may remain
Shall go unto my children
In this manner, I'll explain:
In equal parts to Betty, John,
Or should they not survive,
Apportion 'mongst their children
Who may yet remain alive.

Article IV—Personal Belongings

Of course there'll be other small trinkets
That naturally go to my boy,
There's my watch and my ring in fact
everything
He can have, that he'd likely enjoy.
I lack a memento for Betty,
I don't own a thing that she'd crave,
So I send from above, just a heartfelt
of love
To cherish from now to her grave.

Article V—Life Insurance

The inventory won't be great
There isn't much to my estate
But who's that coming in the gate?
The Life Insurance Man!
Here comes the cash, oh happy day,
He'll foot the bills and go his way
But every month he'll have to pay,
That Life Insurance Man!
Lo, many moons those checks will come
For quite a tidy little sum,
He's one good friend you must not shun,
The Life Insurance Man.

Article VI—Miscellaneous Provisions

I don't have a host of relations,
Or others I'd care to endow
So I make a bequest, ere I go to my
rest

To my niece, and my church, and here's
how:

From the proceeds of cash life insurance
I will to my niece, Margaret Price,
And to St. Paul's East Broad, where
I often have trod,
Just one thousand each; ain't that nice!
For it only seems right that my children
And my grandchildren, born unto them,
Should eventually get what my efforts
and sweat

Laid by as a windfall, Amen!

It is understood Mr. Malloy had \$8,750 insurance with Midland Mutual, \$27,000 in Equitable Society; \$22,000 in Massachusetts Mutual, and \$15,000, Northwestern Mutual. The first policy was taken out when he was 27 years old. He was born in 1883. He had no stock except that which he held in the telephone company.

Opens New Toronto Branch

Manufacturers Life has established a third branch at Toronto, to be known as "Toronto North," under the management of A. W. Wensley, who has been manager for Manufacturers Life at Barrie and London, Ont.

It will develop the rapidly expanding suburban area on the northern outskirts of the city, and the rural area and urban communities between Toronto and Huntville. The office at Barrie is being absorbed in the new branch.

Succeeding Mr. Wensley as manager at London is A. C. Turner, who has been assistant manager there since 1947.

Rally at Santa Barbara

The San Francisco agency of Equitable Society will hold its educational conference at Santa Barbara Sept. 22. A. D. Hemphill is agency manager. Guest speakers include Arthur P. Carroll, director of agencies, Los Angeles; Charles W. Kellogg, a director of the Society, of Queen Anne, Md., and Mervyn Davis, underwriting vice-president.

Indict Six Chicagoans in Mail Order Drive

The question of mail order insurance operations which has been getting increasing attention from a variety of sources and which threatens to provide the first test as to the dividing line in insurance supervision between the federal government and the states, broke into newspaper headlines the other day when the officials of two Chicago companies were indicted by a special federal grand jury on mail fraud charges. This grand jury has been at work for nearly a year and there have been various rumors as to what was in prospect. One report was that this avenue of approach to the mail order problem had been dropped by the government but that these cases had been followed through, prior to such change of policy.

These indictments were publicized on the eve of the special meeting of insurance commissioners that is being held in Chicago late this week, to consider the attitude that should be taken by the state officials toward a federal trade commission approach to the problem of supervising the activities of mail order insurers.

Three of those that were indicted were officials of Westminister Life of Chicago which was taken over by Bankers Life & Casualty of that city in 1945 and later merged into Bankers.

The other indictments were of two officials of Arcadia National of Chicago which has been operating on thin ice financially.

Those connected with the old Westminister Life who are indicted are Philip H. Koolish and his brother Abraham L. Koolish and George Ehrlich. John MacArthur, president of Bankers Life & Casualty was also named, although he

was never an official of Westminister Life.

The Arcadia National officers that were indicted are Alfred Sylvanus and Boyle Clark Johnson.

Several weeks previously an indictment had been returned against officers of Northern Trust Life of Aurora, Ill.

Cites Agency Agreement

United States District Attorney Kerner said the Koolishes and Ehrlich acquired Westminister Life in 1941 and sold it to Mr. MacArthur in 1945 for \$305,000. About a year later he said it was merged with Bankers Life & Casualty. Kerner said that during the latter part of 1945 and the first five months of 1946 there was an agency agreement with Philip Koolish, his wife Sarah, and Mr. MacArthur.

Kerner said that 67% of the claims were rejected and that on another 24% the payments were for \$10 or less.

Apparently considerable attention was given to the old family group policies. Some of the buyers believed that they were getting the face amount of coverage on each member of the family, whereas this was the total amount of protection and was divided among the various members of the family group. There were 35 witnesses that testified they were misled by the company's advertisement.

Arcadia National Record

As to Arcadia National, it was brought out that it collected from 1939 to 1946, a total of \$305,590 in premiums and paid out only \$47,335 in claims. Of 4,455 claims filed, only 1,267 received any benefit.

Kerner said Westminister Life collected total premiums of \$1,025,838 from 1941-1945 and that Bankers Life & Casualty collected \$139,723 in renewal premiums from this account in the first 10 months of the merged operation.

Mr. Johnson is a former assistant states attorney. He and two other officials of a mail order denture firm were fined \$1,000 each in federal court in 1944.

Mr. MacArthur has issued the following statement:

"My company purchased the Westminister Insurance Company and the agency in February, 1946, at a full fair price. There was the usual negotiation covering a long period of time, followed by a careful examination by an independent insurance actuary of national repute, and by competent legal counsel. The transaction was closed as normal routine business, and it had the express approval of all supervising governmental agencies. At no time, then or since, was it brought to my attention, or to the attention of any of the experts, that the operation of this company, or the agency, was not honorable and efficient. As in all such transactions, I must necessarily rely upon the reports and opinions of our actuaries and legal counsel, and upon the approval of those governmental agencies having jurisdiction of such transactions, and, therefore, I take the firm position that the indictment is not well founded, either in law or in fact."

Named Agency Assistants

Kermit F. Dow and Hugh A. Eubank have been appointed agency assistants in Eubank & Henderson agency of Prudential in New York City.

Mr. Dow joined Prudential in 1939 as a member of its New York medical referee's office. He joined the agency in 1947, after having been an army captain.

Mr. Eubank is a veteran of the navy, like his father, who was a rear-admiral. Young Eubank was a lieutenant-commander. He is a graduate of Princeton and joined Prudential in 1946 as a home office representative in the New York group sales office. He joined the agency last January.

Donald R. Luckham, assistant to the chief of the legal and compliance division of the California department, will spend the next two weeks as a lieutenant in the navy, taking his annual tour of active duty.



DO NOT DISTURB!

An insurance man sometimes loses a sale because he tries to disturb the prospect's present plan in order to substitute another. A good insurance underwriter does not criticize the present program of the prospect, even though he can and does recommend improvements.

He tactfully approaches the prospect with the attitude of helpfulness. His objective is to recommend improvements of the prospect's program and to present them in a logical manner.

The prospect will be allowed to make the decisions for himself realizing how advantageous the recommendations are to him.

Approached with this atmosphere of helpfulness, Mr. Prospect will soon have hanging on his door the "Do Not Disturb" sign. He will give his full consideration and cooperation to your continued interview.

Insurance in Force — July 31, 1948 — \$370,353,111

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Sen. Baldwin, Conn., to Address Luncheon at A. L. C. Gathering

Additional Speakers Are Announced for Financial Section Meeting

Senator Raymond E. Baldwin of Connecticut will address a luncheon meeting sponsored by the Financial Section of the American Life Convention on Oct. 5, during the forty-third annual meeting of the A. L. C. The meeting will extend through Oct. 4, 5, 6 and 7, and will be held at the Edgewater Beach hotel, Chicago.

Speakers at the A. L. C. general sessions, in addition to those previously, will include Clifford H. Orr, general agent at Philadelphia of National Life of Vermont, who is slated to be the next president of the National Assn. of Life Underwriters; and the Rev. G. G. D. Kilpatrick, principal of United Theological College, Montreal.

Mr. Orr will address the A. L. C. on "Building the Second Story."

Dr. Kilpatrick, a noted Canadian theologian and public speaker, has not yet announced the subject of his address.

Following the opening address of President R. B. Richardson, who is president of Western Life of Montana, and who will preside at all general sessions, Robert L. Hogg, executive vice-president and general counsel of the A. L. C., will make his annual report. In accordance with time-honored custom, adjournment of the annual meeting will be on motion of Senior Past President Isaac Miller Hamilton, who is chairman of Federal Life of Chicago.

At an executive session during the evening of Oct. 6 committee reports will be heard, new business transacted, and the election of officers will take place.

Additional Financial Speakers

In addition to Senator Baldwin and other speakers previously announced the Financial Section will hear addresses by Frederick H. Allen, partner in Harrison, Ballard & Allen, New York; D. J. Russell, vice president, Southern Pacific; W. Wendell Reuss, partner in McLaughlin, Reuss & Co., New York; James J. O'Leary, Joint Investment Research Committee; and Frank J. Travers, vice-president, American United Life.

Senator Baldwin, who is a director of Connecticut Mutual, will speak on "Americans Plan for the Future."

"Equity Housing" will be Mr. Allen's subject. He has made several notable studies in the real estate field.

Mr. Russell will discuss "The Southern Pacific System—Its Relation to the Industrial Development of the West."

Mr. Reuss has traveled thousands of miles studying the country's railroad systems, and, at the Section meeting, has for his title, "Railroads—Their Status in 1929, Facing the Depression of the Early Thirties, and Their Status in 1948, Facing—?"

Dr. O'Leary will report on the work of the Joint Investment Research Committee—"Its Plans and Potentialities."

Mr. Travers, formerly chairman of the Financial Section, will speak on "Methods Used by Life Insurance Companies in the Acquisition and Disposition of Securities—An Over-all Study with Certain Conclusions."

Cesare Maraccini, Pacific Mutual Life, Madera, Cal., a member of the G. Standford agency of Fresno, has established a 23-year app-a-week record.

PASS \$200 MILLION IN FORCE

Union Mutual Marks 100th Birthday With Colorful Rally

By HOWARD J. BURRIDGE

Union Mutual, ninth oldest American life company, celebrated its 100th anniversary with a four-day centennial convention at Poland Spring, Me., last week. It attracted the largest attendance of any gathering in the company's history, and was a gala and colorful occasion. Because of the special nature of the meeting, the historical background was emphasized. The program was developed in such a way as to make each day's features impressive and significant.

An 18-months production contest was concluded Aug. 31 with \$201,359,519 in force. The original goal was \$175,000,000. The Union Mutual has gained \$126,000,000 in force during the past decade. It operates in 23 states, Puerto Rico, Hawaii and Canada; it writes group life, group A. & H. and non-cancellable A. & H. In 1850 it issued the first endowment policy written by any company; it was one of the first companies to operate in Canada, and during its first 100 years has had only eight presidents.

Pace Is Accelerated

In the past 10 years the pace of the Union Mutual has been noticeably accelerated. President Rolland E. Irish has widened its activities, expanded its scope and strengthened its financial position. As it moves into its second century, the Union Mutual is old in years, but young in spirit and modern in equipment.

At the Poland Spring meeting there

was an historical exhibit showing reproductions of the company's first application and policy, early rate books, inspection reports, old correspondence, annual statements and other relics of the days before the Civil War. The owners of the first Union Mutual policies were prohibited from visiting Oregon, California or New Mexico without the prior consent of the company. These policies also became void if death resulted from a duel.

Festivities at Poland Spring began with an evening of entertainment. M. J. Denda of New York was in charge. He presented the campaign managers for the nine home office employees contending for the title of "100th Anniversary Girl." The winner, Bertha Cadigan, A. & H. department, was later voted the typical Union Mutual girl. Mr. Denda's performers, who offered singing, dancing and skits, included J. C. Gilhooly, New York; John J. Kinane, Syracuse; E. W. Berg, Philadelphia; C. N. Cutter, Nashua, N. H.; F. E. Shreve, Erie, Pa.; Fred R. Fast, Newark; C. Labbe, Van Buren, Me.; M. G. Benwitt, New York; W. H. Davin, Rochester; Nathan Metzger and J. A. Lawrence, Richmond, Va.

Describe Home Office Schools

Harland L. Knight, agency vice-president, was chairman at the initial business session at which John R. Carnochan, director of training, described the operations of the company's home office schools. He said that prospecting is the important field problem of today.

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Kavanaugh Looks Under Covers at FTC Inquiry

Cites Suspicion Move Is First Step in Broader Federal Program

DENVER—Commissioner Kavanaugh of Colorado in addressing the annual meeting of Colorado Assn. of Insurance Agents, said that some insurance commissioners are wondering if the federal trade commission has already taken the first step in a plan designed to make state insurance supervision subordinate to some federal bureau.

"The federal trade commission," he said, "has started to 'assist,' as it says, state insurance departments in supervision of insurance companies. In almost a century of state regulation, this is the first time a federal government bureau has entered this wide field."

"The commission wishes, so it states, to learn what abuses, if any, exist in the sale of insurance by mail. Perhaps a score of small companies over the country sell insurance policies principally by mail. Such concerns are usually licensed only in their home state."

Refers to Chicago Meeting

Mr. Kavanaugh went on to say that the insurance commissioners association is meeting at Chicago Sept. 16-17 to consider "this novel and perhaps ominous situation."

He referred to the fact that FTC wrote to all insurance departments, asking for their experience with so-called mail order insurance. Mr. Kavanaugh said he replied that the amount of such business done in Colorado is negligible because the Colorado department took care of all this five years ago. In Colorado neither the Denver daily newspaper nor radio stations will accept advertising from insurers not licensed by the state. This example of the public relations by press and radio, originated by an agreement with the Colorado department, has practically eliminated unlicensed insurance company operations in the state, he declared. Colorado is the only state in which there is such an understanding. Without local advertising these mail order concerns can do little business, he observed.

Warns Colorado Citizens

The Colorado department for years has warned citizens not to buy policies from organizations not licensed in the state. There has long been in Colorado a statute forbidding Colorado companies selling in unlicensed territory and this law has never been violated to his knowledge, Mr. Kavanaugh said.

"So it is hard to see just how the federal trade commission can assist Colorado by its pioneering insurance crusade. We are years ahead of them. The Colorado department pioneered in this work which is being continued successfully."

"If there are abuses elsewhere, the various state insurance departments will, I am certain, take care of them in their own way."

J. Bruce MacWhinney, general agent of John Hancock Mutual Life for New Jersey with headquarters at Newark, celebrated his 20th anniversary with the company Sept. 15. He is a past president of Life Underwriters Assn. of Northern New Jersey, New Jersey Assn. of Life Underwriters and John Hancock General Agents Assn. He has been general agent since 1939.

Naturally Inclined

In studying the lists of applicants for life insurance one occasionally notices teachers on the lists, particularly high school and college teachers. This could work both ways, for the occupation of teacher is often found on the lists of recruits to the business of selling life insurance. As a matter of fact, the life insurance business for a great many years has recruited former teachers for underwriting work.

There is more than one excellent reason why a former teacher can be interested in a life insurance career. He is naturally inclined toward studies of business which include economic idealism. He is also interested in the possibility of a larger income, and sometimes he would like to be in a business which puts idealistic principles to a very practical use.

Teachers often have free time, particularly during the Summer months, in which they can try collateral work and at the same time earn themselves additional income and gradually find themselves interested in life insurance selling as a career in itself.

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Cites Broad Value of U. S. Chamber to Insurance

A. L. Kirkpatrick, manager of the U. S. Chamber insurance department, in reporting at the meeting of the insurance committee of the U. S. Chamber at New York, emphasized how the insurance interests benefit by reason of the cooperation of the various departments within the chamber. He pointed

out that the insurance department keeps in close touch with the eight other major operating departments of the chamber, and receives excellent cooperation from them. He pointed out there is hardly a subject in which insurance men are interested which does not cut across the field of interest of one or more other departments.

Mr. Kirkpatrick said that he attends the meetings of the social security committee of the chamber, and in order to bring about the closest possible cooperation on compulsory health insurance, there has been established a joint subcommittee comprised of three members

of the social security committee and three members of the insurance department's A. & H. committee.

Insurance companies have a major interest in matters such as taxation, federal expenditures, interest rates and federal budgets that are handled by the department of finance, and there is a close liaison between that department and the insurance unit.

During the hearings on revision of the federal tax structure, the finance department had the benefit of studies developed by life insurance committees. There was an item in the tax revision bill calling for a change of the method of taxing individual incomes derived from annuities. The U. S. Chamber was advocating a different method from that favored by the life insurance interests because it did not believe their plan could be administered practically. Through cooperation of the U. S. Chamber insurance department, the life companies were able to demonstrate to the chamber's staff just how their tax plan could be administered in practice. The two views were reconciled.

The health and accident subcommittee covered various legislative features of current interest and in connection with the national health assembly that was held in Washington last May. The subcommittee had hoped that the assembly would feel the need for making a definitive study as to the proper fields of activities for various agencies of the federal, state and local governments in the field of medical care, as well as the role of non-governmental agencies. However, the report stated that it is unlikely that these hopes will be realized.

The problems incidental to the proper areas of activities overlapping of responsibilities as between various governmental and private agencies, and the implications of these activities are likely to be given extensive study and it may develop that much helpful material will result which will aid in formulating a broader policy regarding health and medical care matters.

Nichols Named to Head Insurance Group of Bar Assn.

The insurance section of American Bar Assn. at its closing session at Seattle elected Henry W. Nichols of New York, general counsel for National Surety, as chairman, succeeding Thomas Watters, Jr., of Watters, Cowan & Baldrige of New York and Washington, D. C. Mr. Watters was elected section delegate to the house of delegates of the American Bar.

Handy First Vice-Chairman

John F. Handy of Springfield, Mass., general counsel for Massachusetts Mutual Life, is the new first vice-chairman and Joseph W. Henderson of Philadelphia, a former president of the American Bar Assn., was elected second vice-chairman.

Ralph H. Kastner of Chicago, associate general counsel of American Life Convention, was reelected secretary.

Two new council members elected each for a four year term, were Grover Middlebrooks, Atlanta, and George E. Beechwood of the law firm of Conlon, LaBrum & Beechwood, Philadelphia.



★ WHEN THE AUGUST ISSUE OF R & R MAGAZINE REACHED OUR SUBSCRIBERS, THEY TOOK PENS IN HAND AND BEGAN WRITING US.

Six nationally known companies promptly ordered 3350 additional copies and article reprints. General Agents, Managers, and individual agents sent requests for extra copies. And Homer Herbert, Beneficial Life, Phoenix, Arizona, promptly wrote: "If there is anything I dislike it is a 250 word article written in 1,000 words. That is one reason I so thoroughly enjoy the R & R Magazine. Its short, to-the-point articles are of real help to me." AND YET the August issue wasn't a "special" one with us—just our regular every-month effort to produce the "Best."

The OCTOBER issue, with a 5-page section on programming, will be the tenth "Best yet" issue this year. A Business Man Who Paid His Debt to Society... What a Banker Told Us... Why Name a Trust Company... are among this issue's interesting features. And in addition—one of the best sales articles ever to appear in our magazine.

TWELVE EDITIONS OF INTERESTING, PROFITABLE READING, \$2. WHY NOT START Y-O-U-R SUBSCRIPTION WITH THE OCTOBER ISSUE?



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS



Security for You—

Mr. Life Underwriter

Security comes with the job when you're a Protective Life Underwriter. The liberal retirement plan and Group Life Insurance are paid entirely by the company.

Why the PROTECTIVE LIFE for Career Men?

New Compensation Plan—Including liberal first-year and renewal commissions, vested renewals, lifetime service commissions, non-contributory retirement plan, group life insurance, hospitalization and surgical benefits, and a special cash bonus for persistency.

Training—Continuous office and field training in successful sales methods, consisting of a 5-point learn-as-you-earn program.

A Complete Line of Policy Contracts • Ordinary • Group Life and Disability • Group Hospitalization with Surgical Benefits.

Personal Relationship—Agency operations are exceptionally flexible so that we can do things the way you want them done.

Interested?—Write today for details.

GENERAL AGENCY
OPENINGS IN TEXAS,
KENTUCKY, NORTH
CAROLINA, FLORIDA



PROTECTIVE LIFE
INSURANCE COMPANY

Serving the South Since 1907. Insurance in force \$306,000,000

Mass. Mutual Makes Liggett Regional Group Manager

Massachusetts Mutual Life has appointed Darwin S. Liggett as central regional group manager, with headquarters at Detroit.



D. S. Liggett

Mr. Liggett saw service as a naval lieutenant (j.g.) in the war and was awarded a unit commendation for service in the Pacific.

Clymer Succeeds Hampton

Merritt H. Clymer, assistant manager of Prudential in Akron, has been promoted to manager of Cleveland No. 6 district. He replaces William H. Hampton who is being transferred to Canton, O., to succeed Vernon B. Fridley, veteran manager, who has retired.

Mr. Clymer started as a Prudential agent in Akron in 1935. Two years later he was made an assistant manager.

Clements to Crown Life

Joseph H. Clements has been appointed general agent at Newark for Crown Life. He has been in the insurance field for about nine years and was formerly agency assistant at Newark for Manufacturers Life.

CONVENTION QUALIFIERS

WE publish with pride the list of our Honor Club Members who, by their fine production records, qualified to attend the Builders Club Convention at Glacier National Park, August 30 through September 3.

L. C. Andersen	S. R. Fritts	J. W. Millholland	G. S. Severance
O. R. Aspegren II	Chas. B. Gallas	C. T. Mitchell	C. G. Shacklett
O. R. Aspegren	G. B. Garrett	N. J. Nathanson	O. E. Shacklett
Sam C. Baber	P. E. Garrett	E. Wm. Neiser	R. O. Shacklett
M. R. Bain	R. J. Grumbine	Robert G. Nixon	L. J. Sherman
P. I. Barker	W. A. Groves	Edgar J. Noble	J. T. Simpson
Wm. W. Bassett	Don E. Hansen	David Ochsman	M. A. Smith
Sam S. Bliss	L. E. Harris	Donald L. Ohmit	R. D. Southworth
Carl W. Bovard	Edgar Helmkamp	Dennis Organ	T. W. Strange
Dan C. Boyer	I. E. Helmkamp	K. L. Olson	Walter M. Straw
A. S. Brennan	Harold C. Hill	John Pekas	Dale D. Stroup
L. R. Brennan	Clyde W. Hines	Albin Peltz	Lynn A. Stull
C. H. Brittan	C. A. S. Hollinger	Walter S. Phelps	E. M. Svoboda
H. C. Brogan	L. A. Hopkins	R. B. Plessinger	G. H. Sweeney
Don D. Brown	Geo. L. Houck	Harold M. Price	T. A. Thomason
John B. Carlin	Chas. H. Kahn	C. P. Prichard	A. M. Thorson
D. E. Carnahan	Fred E. Kramer	Waldo Rasmann	E. R. Tonkel
D. E. Carnahan, Jr.	R. C. Kreidler	Loren C. Rider	W. R. Troutwine
N. A. Carpenter	T. Ray Kring	Leo L. Rimer	N. J. Tschantz
Guy Chiesman	Roy C. Lieber	Virgil E. Rouse	Ira M. Turner
D. C. Clark	H. R. Lindenberg	E. W. Ruehle	L. J. Vaillancourt
J. Robert Cole	Harry L. Liskey	J. A. Russell	R. E. Vantine
H. C. Coutret	Roy H. Liskey	G. E. Sacksteder	George N. Wade
C. F. Cutshall	Fred J. Mack	E. C. Sandstrom	Kenneth B. Wade
T. Max Davis	Carl F. Marsh	R. C. Sanford	G. W. Weitzel
L. J. Decker	F. C. Marsh, Jr.	H. W. Sapoznik	D. J. Williams
W. A. Doerfflein	Carl W. Mason	E. F. Scheibel	L. A. Wood
Jonas K. Eby	Roy G. Mathews	Don J. Schiltz	R. M. Woolford
C. T. Ermlich	P. W. Mayfield	L. E. Schultz	H. R. Worel
Webb C. Evans	F. A. McMaster	E. B. Seidel	W. S. Ziegler
V. J. Feeheley	E. W. Millholland	T. G. Serdenis	R. A. Zimmer

THE OHIO NATIONAL LIFE INSURANCE COMPANY
CINCINNATI, OHIO

Provident Mutual G. A. Assn. Meets

As the Provident Mutual agents' round table came to the close of its meeting at Banff Springs, the Provident Mutual general agents association opened its convention with a joint session of the two groups, entirely devoted to a presentation of the "Chart for Tomorrow," a new sales promotion plan for corporation and partnership business life insurance.

Those who participated in the panel were Miss Alice E. Roché, training supervisor; General Agent Lucien A. Hauslein, Philadelphia; Stephen D. Green, Jr., Philadelphia; William F. Sessoms, convention manager; and Assistant Manager of Agencies Nelson A. White, chairman.

President M. Albert Linton addressed the opening dinner meeting of the general agents' association on the subject of company security. He outlined these basic objectives: A sound actuarial basis for all policy contracts; avoidance of policies of insurance which are not in the interest of policyholders; sound investment policies, placing security first and interest return second; conservative selection policy balanced with adequate

service to policyholders; a well-trained, alert field force; fair compensation to all in field and home office, with reasonable provision for old age; continuous effort to obtain recruits of character and ability both in field and home office.

Speakers for the following day's session included J. Stinson Scott, Rochester, president of the general agents' association, who reported on the affairs of the group; Agency Assistant Frederick J. Kiefner, who announced the changes in association membership; Vice-president and Actuary Edward W. Marshall, who covered actuarial matters; F. Phelps Todd, vice-president and insurance supervisor, who conducted an underwriting discussion; and Dr. Ernest J. Dewees, medical director, who traced the history of insurance medicine.

Henry Bossert, Jr., assistant manager of agencies, reviewed the expenses and compensation of general agency operation during recent years. He also announced a greatly modified and expanded general agents' retirement plan. He recapitulated the results of the agents' compensation plan for payment of recruits within their first contract year. After four years of operation, approximately four out of 10 new full time agents have enlisted under the salary plan in preference to the commission

(CONTINUED ON PAGE 17)

American United Rally Draws 200

Meeting at the home office at Indianapolis in a three-day national convention, the first since the formation of the present company, approximately 200 members of American United Life's field clubs last week heard a panel of speakers including home office executives, field men, and outsiders.

The primary purpose of the convention was to acquaint agents with three new top company officers: Leslie Crouch, president; Frank J. Travers, investment vice-president, and Eber M. Spence, vice-president and director of agencies.

Highlights among the talks were the statement of C. F. Barney, vice-president and manager of underwriting, that from an underwriting viewpoint, war is more imminent now than in the spring of 1939; a warning by Vice-president Travers that the government may withdraw its support of bonds; the admonition of C. J. Zimmerman, associate director of L.I.A.M.A., that life insurance must do a better job for the lower income groups; and the announcement by Vice-president Spence of the appointment of an advertising company to work out a plan of public relations, advertising, and sales promotion, under the direction of E. C. Rassmann, company advertising manager.

Operating Cost Headaches

Mr. Barney, in the opening talk of the first session, said that while in the past, costs among good, bad, and indifferent companies had been much the same, today, "in these times of investment starvation," the company keeping an eye on the "little things" will show a much lower operating cost.

Wilbur F. Cleaver, manager of the policy department, compared his department to the assembly line where the parts are put together in an automobile plant and said that the speed of issue depends primarily on the time it takes to get the medical and inspection reports.

George O. Koch, Jackson, Mich., district manager, urged agents to adopt a working formula, calling attention to the proved effectiveness of the Purdue "20-10-2-20" ratio—20 seen calls, 10 interviews, two sales, and 20 new prospects a week.

"How About 1958?"

"A lower standard, perhaps 20-5-2, may work in 1948, but how about 1958 when times are tough?" he warned.

Milton Elrod, Indianapolis tax attorney, closed the Thursday session with a review of the practical aspects of the 1948 revenue act and admonished listeners to proceed with caution in changing estate plans solely because of the new tax law.

Friday's session was opened with a talk by F. J. Travers, the company's new investment vice-president. Mr. Travers declared that he sees at present none of the restraints that should be adopted to soften any future economic dip, and he expressed the opinion that government economists are rapidly coming to the view that the current artificial support of government bond prices is highly inflationary and should be ended. When it is ended, he warned, bond prices are almost certain to slip back. This should not, however, be disturbing to life insurance men or policyholders, since the effect of it will be to increase interest yields and, probably, to cut the cost of living.

Helen Clark, associate actuary, reported that during the first eight months of this year, the size of the company's average basic policy has gone up 18% to somewhat over \$5,000. She urged continued effort to write larger cases as an effective method of cutting unit handling costs in the home office—essential in view of rising operating expense.

T. Benson Leavitt, assistant actuary, explained a number of changes in policy forms. The company will now lend the

full cash value on regular loans and a minimum of a monthly premium under a automatic premium loans. A time limit of five years has been placed on reinstatement, and fractional premiums due in the year of death will be waived. If the automatic premium loan provision is not in effect on a policy, the insured will have 60 days in which to elect a non-forfeiture option, with the policy running on extended term until then; and the paid-up insurance now has cash and loan values.

H. C. Byers, vice-president in charge of the policyholders' service department, declared that conservation is primarily a field problem, the maximum contribution of the home office being to keep the machine rolling.

R. B. Thompson, Youngstown district manager for American United, explained the method which enables him to write parental insurance in a large percentage of the birth announcements he follows up.

Eber M. Spence, recently-appointed agency vice-president, opened the final day's session with recognition for John Tate, Tulsa, president of the consecutive weekly production group for which Mr. Tate has qualified for over 20 years, and with an award to C. A. Sleeth, Joplin, Mo., for reaching 20 years of consecutive production.



WHICH LEG IS MOST IMPORTANT?

YOU NEVER KNOW which is the most important leg on a three-legged stool until one breaks and you take a tumble. You know then—but it's too late!

The man with a mortgage is like that, too. He never knows whether death, sickness disability or disability from accidental injury is the most important hazard until one of the three strikes. Then it's too late.

That's why Occidental writes a Mortgage Protection plan to cover all three hazards.

At death this plan pays the mortgage balance plus a two-year re-adjustment income for the widow. At disability—either from sickness or accidental injury—it pays the monthly mortgage instalment as long as disability lasts.

Which is the most important leg? It doesn't matter to the man who owns an Occidental Mortgage Protection plan.



ccidental Life
INSURANCE COMPANY of CALIFORNIA

V. H. JENKINS, Senior Vice President

"WE PAY AGENTS LIFETIME RENEWALS — THEY LAST AS LONG AS YOU DO"

KERNELS

From the Heart of the Midwest

Top quality sales methods develop top quality men. We congratulate the following Central Life producers who have earned recognition by receiving the National Quality Award.

A. B. Olson
Eric J. Wilson
W. C. Jordan
A. L. Allen
Fred H. Brown
A. B. Cramer
Don B. Lohner
W. D. Moore
J. E. Schweikert
Leland T. Sloane
W. H. Wright
William Zumbolt, Jr.
George F. Garrison
Howard C. Fowler
Howard R. Puvare
Bryan Wallick
John B. Lindner
Lyman J. Banks
Iva D. Tucker
Harold E. Meinhardt
Clide D. Merchant
Ben Smick
W. B. Bates
Walter Beck
G. B. Dunkelburger
A. J. Endres
William C. Goebel
Manley T. Heisel
C. R. Ingebritsen
Alfred Korbel
Erle V. Lewis
LaVerne C. Lewis
Robert E. Lindwall
Edwin H. Manning
A. E. Osterheld

CENTRAL LIFE ASSURANCE SOCIETY

A Legal Reserve Mutual Company

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Patterson, in Last Appearance, Stresses Asset Value of Field Forces

One of the greatest assets of any company, no matter what business it is in, is the personnel of its sales force which meets the public through their daily contacts, for it is through them that the reputation and progress of any company is made, Alexander E. Patterson, president of Mutual Life, told members of the company's National Field Club at the regional meeting at Chicago for the central division agencies. This was Mr. Patterson's final public appearance. He died Friday night after returning east.

"I think we can agree that you could have the best of public relations from your head office, that you could do a superlative job of national advertising, but without a field force daily meeting the public made up of men and women of the right type and character, no company, no matter what kind of business it may conduct, can perform intelligently and thoroughly a real service in the public interest," Mr. Patterson said. "All of us, engaged in this great enterprise, must always be worthy of the confidence the American public has placed in us. Together, the field force, the managers, and those of us in the home office must operate as a team for the benefit of our entire body of policyholders."

Finances Have Been Buttressed

Mr. Patterson said that while the company has been "stock-piling" resources of human strength and ability, it has also buttressed its financial strength to a point where it is invulnerable in the face of almost any strain that might be placed upon it and that the company ranks among the strongest companies in the business today. He pointed out that at the end of last year the company had a total surplus and special reserves of \$153,900,000 or 8.93% of policy reserves and deposit liabilities. In addition, \$26,800,000 has been added voluntarily to strengthen regular policy reserves, in large part to make more adequate provision for supplementary contacts.

Other speakers at the opening session were Roger Hull, vice-president and manager of agencies, who welcomed the gathering; three agents: K. D. Robinson, South Bend; H. B. Taylor, St. Louis, and C. C. Shaw, Oklahoma City; and Ben H. Williams, who is on the point of leaving as central division superintendent of agencies, who presided.

Thompson Leads Forum

That afternoon there was a tax forum led by R. B. Thompson, director of sales development. Participants in the first part which covered the 1948 revenue act, also included L. F. Manthei, Milwaukee; J. C. Dague, Springfield, Ill.; F. E. Holland, Grand Rapids, and H. L. Kutson, Des Moines. The second half of the forum, covering tax slants on business insurance, had as participants E. H. Kelm, Sioux City; Elmer Heifetz, Chicago; R. W. Kochring, Indianapolis, and J. K. Feste, Minneapolis.

That evening there was a reception and dinner dance, during which Mr. Hull presented quinquennial awards to veteran agents.

The following day Ward Phelps, director of training, and Floyd L. Ballinger, Springfield, Ill., dealt with employee benefit programs. Clifford B. Reeves, second vice-president, reported on the company's advertising and public relations program. This program has three parts: determining public preferences through periodic and continuous opinion surveys among the general public, policyholders, the field force, competing agents, Mutual Life employees and through the use of clipping bureaus and radio monitor service; second, adjustment of procedures to fit preferences in such ways as streamlining of procedures,

and advertisements in papers read by newspaper editors.

Leigh Cruess, vice-president and chief actuary, conducted an open forum on underwriting.

The closing luncheon was addressed by Mr. Hull.

Manager's Handbook Has Public Relations Section

In reply to a widespread demand among managers and general agents for specific public relations ideas and practices, the L.I.A.M.A. "Manager's

Handbook" has included a new department entitled "Public Relations." The new feature will serve as a bulletin of successful public relations plans and ideas for field use and as a medium of exchange of ideas and practices now being used effectively in agency management.

Donald E. Lynch, supervisor of press relations and author of the L.I.A.M.A. public relations booklet, "It's Up to You," will serve as contributing editor of the new supplement, which appears for the first time in the September issue. It will be published bimonthly thereafter.



A REAL-LIFE DRAMA

For more than a century . . . in good times and bad . . . through wars, epidemics and depressions . . . the State Mutual show has gone on.

We're proud of this long run. And we're proud of the actors in this real-life drama . . . of the men and women who have played such active parts in making this production an outstanding success.

Today, as in the past, State Mutual is constantly seeking new talent and new methods to improve the show . . . to increase the usefulness of this drama that is bringing financial security to thousands of American families.

The combination of stability and youthful vigor makes the State Mutual show a double feature hit . . . another reason why State Mutual is **a good Company to be associated with.**

STATE MUTUAL LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS
Incorporated 1844

OLD IN ITS EXPERIENCE . . . YOUNG IN ITS VIEWPOINT

Selection Men to Hold Annual Rally Nov. 17-19

Life Underwriters will gather at the Statler Hotel, Washington, D. C., for the annual meeting of Institute of Home Office Underwriters, Nov. 17-19, to hear a full program of addresses and papers of common interests. The working sessions have been designed to include qualified speakers, pertinent topics, and free discussion.

Among the guest speakers taking part will be: Arthur Coburn, vice-president Southwestern Life; Dr. Ennion S. Williams, medical director Life of Virginia; J. Harold Smith, Edward F. O'Toole & Associates, New York, and Carlisle M. Herron, vice-president, Life & Casualty. N. Murray Longworth, assistant secretary United Benefit Life, will be general chairman of the meeting. The presidential address will be delivered by Robert B. Caplinger, vice-president Reserve Loan Life.

An executive committee meeting will be held the afternoon preceding the meeting, at which time the committees will report.

On the first day, the group will be hosts to representatives of new member companies at a luncheon.

The growth of the Institute in the past few years to a record of 185 member companies indicates the meeting this year will be one of the largest ever. More than 350 members and guests will attend.

Special entertainment has been arranged for the ladies, including a luncheon and bus trip to Arlington, Alexandria, and Mt. Vernon; sightseeing tours will also be made of a number of the government buildings. Mrs. Robert B. Caplinger will be chairman of the ladies entertainment committee assisted by Mrs. N. Murray Longworth and Mrs. Vernon Cox.

The consulting actuarial firm of Thomas & Tiffany, Chicago, has been awarded a tentative contract by the Memphis City commission to aid in setting up the pension plan for city employees.

The pitfalls encountered by lawyers and insurance analysts in estate planning will be discussed by Denis B. Maduro, attorney and estate specialist, at the forum of the Solomon Huber agency of Mutual Benefit Life, Sept. 29, New York City.

National Guardian Celebrates Its First \$100 Million

MADISON, WIS.—One of the most successful conventions in its history was held by National Guardian Life on the occasion of its \$100 million in force celebration here this week.

Awards and prizes were given members of the field forces who were responsible for the company making some of its greatest gains in 1947.

The meeting was opened Sunday with a dinner for the "Council," the company's honorary production group.

Actual convention business got under way Monday with several forums leading the way. B. N. Woodson, executive vice-president of Commonwealth Life, spoke on "What Does It Mean to You?"

Highlighting the activities was the convention banquet at the Lorraine hotel. L. J. Larson, executive vice-president of Guardian Life gave the feature address.

Earl Schwemm Gives Talk

Earl Schwemm, manager at Chicago for Great-West Life, also addressed the group on Monday. The topic of his talk was, "Selling Allies for Alert Selling."

On Tuesday, Richard Boissard, president of National Guardian, spoke on "How We Got Our First \$100 Million; How We'll Get Our Next \$100 Million!" Members were then treated to some valuable advice as Glenn Drake, founder of the Glenn Drake schools of personality, New York, spoke to the group on "Personality in Salesmanship."

With the noon adjournment Tuesday, the business of the convention ended, and the entire group was entertained with luncheon and sports at the Maple Bluff Golf Club. Later in the afternoon there was a Presidents' cocktail party. This was followed by the traditional Guardian Life keno game, which marked the close of the convention.

Townsend Terms Company Solidarity Today's Need

Frank S. Townsend, general agent at Chicago for Connecticut General, told the Life Agency Supervisors Club of Chicago at its first luncheon of the season, that lack of solidarity between companies on the industry level is painfully apparent today. He termed it a pitiful commentary that there are so many companies which do not belong to the Institute of Life Insurance, the only agency which enables the industry to present a common front to the public.

He indicated that the industry should do more than it has to bring itself as an entity. The job of presenting the virtues of the separate companies to prospects and policyholders should be left to the agents. He indicated that in situations in the past where the industry has faced the public or government, it had been the field men who presented the solid front and the companies which had been unable to get together for the united action necessary.

Mr. Townsend indicated that there are few general agents and managers who are presented with adequate facilities for initial testing of recruits. This job cannot be left entirely on the local level. Each company should have a staff of aptitude testing experts at the home office.

The speaker indicated that any adequately tested agents given careful training and supervision should be able to do well even if he is a stranger in the community.

Mr. Townsend said that his agency is virtually run on matters of policy by an agency committee, consisting of representatives of veteran agents, those who have been there from three to five years, and new men. This is not a grievance committee, but a constructive committee of agents which takes a good deal of work off the general agent's hands and lets him know at all times what his men are thinking. For example, the agency committee decided that, for numerous reasons, it was not advisable this fall to hold a contest. So there was no contest and Mr. Townsend was saved the unwise move of trying to build one up for which the agents would not offer wholehearted support.

A nominating committee was named consisting of George Schomburg, Prudential, chairman; George Stangle, Aetna Life, and Clarence Smith, John Hancock. They will report at the November meeting. Victor Larson, Berkshire Life, was again named chairman for the annual Christmas party. A. J. Kirchberg, Connecticut General, presided as president.

Prudential to Broaden Its Letter Writing Course

The writing course developed by Prudential and launched last January for the letter-writing personnel of the home office has proven so effective that the company is making it available to some 3,300 field employees.

The first classes opened simultaneously in Chicago and Dallas on Sept. 13. These will be followed by classes in 35 other U. S. and Canadian cities. Instruction will be given by six trained members of Prudential's methods division. Traveling in teams of two, they will cover the 37 training centers in about 2½ months.



Building Successful Agencies Through...

Home Office Agents Schools

- BASIC TRAINING
- ADVANCED TRAINING

Modern Policy Contracts

- JUVENILE (Full coverage from Age 1)
- MODIFIED FORMS
- SUB STANDARD

Attractive Compensation Plan

- COMMISSION
- OFFICE ALLOWANCE
- ORGANIZATION ALLOWANCE
- PERSISTENCY BONUS

Write

HARRY S. McCONACHIE
Vice-President

American Mutual Life

INSURANCE COMPANY
DES MOINES, IOWA

There's LIFE in the BERKSHIRE

MERCHANDISE CHART

Information Concerning
POLICIES and LIMITS of ISSUE
EFFECTIVE JANUARY 1st, 1948

BERKSHIRE LIFE INSURANCE CO
Incorporated 1851
Pittsfield, Massachusetts

MERCHANDISE CHART

The Berkshire's 1948 Portfolio of Policies—both Adult and Juvenile—includes a complete, modern line of life insurance coverages and services, at attractive premium rates, which are designed and best adapted to meet the exacting requirements of

A PLAN for Every Desire

A POLICY for Every Need

A PREMIUM for Every Budget

The MERCHANDISE CHART contains complete information concerning the Berkshire's 1948 Portfolio of Policies. This handy pocket guide and ready reference outline is now available for distribution to Brokers and Surplus Writers upon request.

If you are a full time Agent of any company we solicit your surplus business only.

THE **Berkshire**
LIFE INSURANCE COMPANY
INCORPORATED 1851
HARRISON L. AMBER, President PITTSFIELD, MASS.



New Unique Manual "Has Wealth of Data" on Policies Issued Under Guertin Laws

By L. H. MARTIN

The first truly comprehensive picture of life insurance under the Guertin laws, with all the new CSO information on practically all companies, is presented in the 1948 "Unique Manual," the new name of the 50-year-old Unique Manual-Digest, recently published by THE NATIONAL UNDERWRITER. In 1,560 pages, this golden anniversary edition treats 459 companies, providing a literally encyclopedic background of the new facts and figures of the business.

In four main sections it presents (1) each company's financial position and standing in detail, (2) a thorough analysis of the new contracts issued, (3) the broadest coverage of new rates, values, options, dividends and cost data available anywhere, and (4) a special programming, reserve table and settlement option section covering practically all life insurance in force today. The "Unique Manual" is the only reference service that even attempts to cover all these important subjects in a single volume.

With the adoption of the CSO table, rates and values of most companies were changed. Along with these changes, many policy provisions and practices were likewise revised, and interest on settlement options in most cases reduced. Many new plans have been in-

troduced, many companies have raised their limits, death benefits under juvenile contracts have been modified, new aviation practices set up, new provisions made in disability, etc.—in short practically everything has been changed.

Following some 360 pages giving all the useful and official facts and figures about the financial standing of the companies comes the contract analysis and the "figures-of-the-contract" section of the "Unique Manual." Here one finds

1,200 pages of the new CSO premiums, surrender values, dividends, costs and settlement options. The scope of this section both as to number of companies, and information per company, goes far beyond that of any of smaller reference books issued earlier this year. Here are covered many thousands of contracts (with the figures) that are not available from any other source but the company's rate book. Especially complete and useful too is the data presented here on juvenile, industrial, single premium contracts, annuities, settlement options, and reserve tables including both the new CSO tables and the old American Ex-

perience tables which are left intact to assist in programming insurance issued prior to 1948.

Other useful features include broad information on National Service and savings bank insurance, social security, a listing of all companies that have gone out of business, merged or changed their names since 1920, a table ranking 434 companies by insurance in force.

The 1948 "Unique Manual" sells singly at \$7. It may be ordered from The National Underwriter Company, statistical division, 420 East Fourth Street, Cincinnati 2, O., or any National Underwriter office.

Reed Heads Hancock's General Agents' Assn.

McKay Reed, Louisville, was elected president of John Hancock general agents' association at the meeting at



McKAY REED

Atlantic City. M. L. Camps, New York City, was elected 1st vice-president, Frank T. Bobst, Boston, 2nd vice-president, Edwin R. Erickson, Buffalo, treasurer, and George Vinsonhaler, Cincinnati, secretary. Directors are J. Bruce MacWhinney, Newark, George H. Plante, Cleveland, Arthur W. Defenderfer, Washington, D. C., Ferrel M. Bean, Chicago, and Starkey Duncan, Nashville.

Offers Courses at Milwaukee

In cooperation with Milwaukee C.L.U. chapter, University of Wisconsin at Milwaukee will offer two parts of the C. L. U. review courses the coming semester at University Extension building, Milwaukee. Part A will be in charge of Howard E. Clarke, Northwestern University instructor, beginning Sept. 22. Part D will have as instructor Stuart Struck of the University of Wisconsin school of commerce, Madison, starting Sept. 24.



... IN LIFE UNDERWRITING, TOO!



Catching a prospect's interest is a mighty important step in making a sale. Mutual Benefit underwriters find this an easy problem to lick. They simply let *Good Property*—their own *personalized* magazine—do the job!

Six times each year this friendly little publication goes into the homes of selected prospects. Its entertaining human interest stories assure a careful reading... while its informative articles on life insurance subtly build acceptance in the prospect's mind. And, because the individual underwriter's picture, name and address are prominently displayed in each issue, he finds himself already "introduced" when he calls.

Does *Good Property* help build confidence? Results show more and more sales traced directly to the influence of *Good Property*. And, in life underwriting, that's the kind of confidence that counts!

THE MUTUAL BENEFIT LIFE INSURANCE COMPANY

ORGANIZED IN 1845



NEWARK, NEW JERSEY

EDITORIAL COMMENT

Oh, It's Rush Week Back at Siwash!

The autumn season brings inevitably to old-time college boys memories of that hectic old American sport of fraternity rushing, the gentle art of luring the best freshmen into the fold. It came into the mind of Frank S. Townsend, general agent for Connecticut General in Chicago, while he was preparing a talk before the Life Insurance Supervisors Club of Chicago. He was forceful as he came to think about the strong analogy between fraternity rushing and far too many jobs of life insurance recruiting.

During rush week, everybody, the active and the prospective pledge alike, is on his very best behavior. The freshman is winned, dined and sweet-talked. The virtues of good old Phi Cholera are extolled. The prospective pledge is impressed with the fact that he is a wonderful scholar and gentleman who will be an asset to the house. How bright his prospects will be after he puts on the pledge pin! Then school begins and it's all over. The new man, inflated and pampered is thrown into a corner and forgotten, except when he is permitted to emerge for a paddling or some other form of refined torture, or to do menial jobs for the upper classmen.

There are so many life insurance agencies which operate in the same manner in recruiting processes, the analogy is perfectly obvious. The prospective recruit is given the "works."

Listening to the virtues of Wild Life of Texas and the Hearthrug agency is made easy by a constant round of free drinks. Pats on the back come thick and fast. The prospective recruit sees himself as a mighty important character and feels that this is the finest little old agency and company going anywhere. It will go all out for him any time and all the time.

Then he signs the contract. He is shoved into a corner of the bull pen, to be forgotten except for a few perfunctory attempts at training. He emerges now and then for a figurative paddling from the boss or the supervisor, but is left in obscurity, pushed out of the nest with a ratebook and told to make sales.

Of course, agencies and maybe even college fraternities, have improved but there are still far too many agencies which do forget about the men they have hired. Mr. Townsend advocates a close watch by the general agent or manager to determine which among his men have managerial or staff potentialities. He urges development of some system of upgrading of both salesmen and staff men wherever possible. According to him, far too many life insurance people remain in the same obscure niche all their lives. If they do not have the potentialities to move ahead, they should not have been signed on to begin with, Mr. Townsend maintains.

An Idea That Deserves Emulation

The agency vice-president of a prominent life company makes use of a little routine that deserves to be widely emulated. What he frequently does in situations where a speech by him appears to be indicated is to go through all the preliminaries of getting set for a 50-minute address. But after he tells a funny story or two, he simply says he is not going to make a speech. The big difference between this man and many who make that statement is that he really means it. He sits down and his audience, which has been bracing itself against an indeterminate period of listening is pleasantly surprised.

We would like to give public acclaim to this executive but to identify him would of course remove the element of surprise which is a large part of the effectiveness of the no-speech procedure.

The technique is all the more effective because this particular executive is a fluent and effective public speaker. Far

from using this tactic to camouflage inarticulateness, he is well equipped to make a full length oration without straining himself. Naturally, he uses the no-speech idea with discretion for there are of course occasions when too brief a talk comes as a real disappointment to the audience.

Nevertheless, for every speaker who disappoints his audience by undue brevity there are easily hundreds who cause far more suffering for the opposite reason. Although some experienced speakers are among the worst offenders as regards prolixity, generally the experienced speaker who really has something to say is the one who can organize his material and get it down to a reasonable length so that it can be absorbed by the audience without mental indigestion. At a big life insurance meeting some months ago it was made strikingly evident that the man with something to say can get his message across even though his speaking time is abbreviated. At this

particular session, the earlier and less experienced speakers, who incidentally had the least to contribute, ran over their speaking times making it necessary for the final speaker to condense his

talk considerably. Yet he was able to do this and at the same time put across what he was saying so that it was remembered better and longer than the more rambling talks that had come first.

PERSONALS

William H. Gage, who has written approximately \$30,000,000 of life insurance for Northwestern Mutual, being at present the second high man with the company in lifetime production, will be honored by the members of the Eckert agency in Detroit on completing 50 years as an agent with the company Oct. 4. An agency luncheon in honor of Mr. Gage will be given by Charles R. Eckert, his general agent. Howard J. Tobin, vice-president, will confer the company's 50-year service pin and extend good wishes from the home office.

Edmund Fitzgerald, president of Northwestern Mutual Life, for 13 years president of Columbia Hospital of Milwaukee, will receive honorary membership in American Hospital Assn. and will be cited for outstanding service in bettering the health and welfare of the nation at the golden anniversary convention of the association at Atlantic City, Sept. 21.

The A. H. A. citation declared that "for 15 years Mr. Fitzgerald has rendered invaluable service to Milwaukee and Wisconsin by his zealous interest in developing a high standard of medical practice in private hospitals." It also states that he has "shown a pronounced interest in civic and welfare activities and has consistently demonstrated alertness to the importance of adequate hospital care and facilities."

Nancy Johnson, 20 year old daughter of **Holgar J. Johnson**, president Institute of Life Insurance, will spend the winter in Sweden as a special student at the University of Stockholm.

town zoning commission, which he had served as chairman.

He was born at Springfield, Mass., and during the first war he served with the navy.

Eugene F. Gray, 60, business manager of the Diamond Life Bulletins

service of the National Underwriter Company since 1927, died suddenly while on a business trip at Birmingham, Ala. Mr. Gray was deeply interested in the problems of agency training. Through his study of this subject and his correspondence and calls on agency and home office officials, he had a wide acquaintance among life insurance people. He developed a philosophy of training over a number of years to which he devoted much thought and effort.

Although he had not been feeling well for a number of weeks, he did not regard his indisposition seriously and expected to feel better when he was out discussing the subject which was closest to his heart. He died before he could keep his first appointment the day after he left home.

Prior to joining the National Underwriter Company in the capacity he held continuously for the past 20 years, he was engaged in the food products business and at one time was president of the Gray-Juergens Co. which was active in this field. For many years he was active in Masonic circles and St. Andrews Episcopal Church, Ft. Thomas, Ky., which he had served on the vestry. He was vice-president and manager of Covert Hills, Inc., a real estate firm. His widow, Mrs. Gertrude Thomas Gray, who survives, resides at 90 Henry Court, Ft. Thomas, Ky., where Mr. and Mrs. Gray have made their home many years. Burial was in Evergreen cemetery, Southgate, Ky., Sept. 11.

John A. Carey, assistant vice-president of Church Life of New York, died of a cerebral hemorrhage. He had been with Church Life since 1928 and his age was 50.

Frank G. Wood, 81, who was with Northwestern Mutual Life's legal department for 54 years before retiring five years ago, died at Milwaukee after a long illness.

Alexander C. Good, actuary of the Missouri department since shortly after Superintendent Jackson assumed office, and for many years one of the country's outstanding examiners of insurance companies, died at his home in Westphalia Saturday. He had been in poor health for some months but had been active in his duties with the department until recently.

He was born April 2, 1894, at Kirkwood, Mo. Mr. Good after receiving his degree in actuarial science, started



Eugene F. Gray

DEATHS

R. A. Payne, Travelers A. & H. Secretary, Dies

Raymond A. Payne, 51, secretary of the accident department of Travelers, and one of the most widely known and popular figures in insurance circles, died suddenly. He was attending a picnic with a group of his business associates at Hartland, Conn., when he was taken ill. He died a few hours later.

Mr. Payne joined Travelers at Springfield, Mass., in 1919 as an agent. Prior to that time he had been in the home office of Massachusetts Mutual Life.

In 1920, he joined the salaried staff of Travelers, and attended the cashiers' training school. After service in the Hartford branch, he joined the accident department as an assistant underwriter in 1921. He was made an underwriter in 1929, assistant secretary in 1940 and secretary in 1946.

Mr. Payne was prominent in both insurance and civic affairs. He was one of the leading members of Bureau of A. & H. Underwriters and was a member of many industry committees. He was a member of the West Hartford

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with a Texas life insurance company. Later he was secretary and actuary of Sentinel Life of Kansas City during the progress of its organization.

For many years he served the Missouri department as a consultant and assisted in examination of companies on occasion. For the most part, however, he devoted himself to actuarial consulting work, operating out of Westphalia.

Harold S. Hodgdon, 67, retired manager for Metropolitan Life at Stamford, Conn., died there. He had been with the company since 1903 and was manager at Stamford for 25 years until he retired in 1943. A founder and former president of the Stamford Assn. of Life Underwriters, he had also been president of Connecticut association.

Charles J. Martin, 70, second vice-president of Equitable Society until his retirement in 1945, after 52 years with the organization, died at his home at Freeport, L. I.

President of Mutual Life Dies Unexpectedly

(CONTINUED FROM PAGE 1)

Mutual as vice-president in charge of agency affairs.

When Lewis Douglas became president of Mutual Life and embarked on a program of reorganizing and rejuvenating that company, one of his first objectives was to bring to his side a lieutenant that was a thoroughly grounded life insurance man, and who had imagination and the ability to instill enthusiasm, and who above all would be a coordinator.

He canvassed the field carefully and Mr. Patterson was his selection. Mr. Patterson went with Mutual Life in 1941 as vice-president. He was elected executive vice-president the next year and also a trustee.

Mr. Patterson tackled this major undertaking at Mutual Life with the utmost enthusiasm and the many innovations and changes that he and Mr. Douglas instituted were followed with the keenest interest and admiration by the business.

Succeeds Douglas in 1947

When Mr. Douglas was named as British ambassador in March of 1947, he announced that Mr. Patterson had been elected as his successor, saying: "Because he has played so large a part in the establishment of the policies and procedures under which the company has been operating in recent years, his election as president assures a desirable continuity of management."

Mr. Patterson's interest always extended beyond his immediate job and he always took a prominent and influential part in industry affairs. In 1931 he organized the first meeting of the general agents and managers section of N.A.L.U. He was a trustee and vice-president of N.A.L.U. from 1932 to 1935, and served as president in 1936. He was chairman of the old Assn. of Life Agency Officers in 1939 and 1940. While in Pittsburgh he was secretary of the life underwriters association there.

Since 1944 Mr. Patterson had been chairman of a joint committee representing the entire life insurance industry, and cooperated with veterans administration in helping to promote retention and conversion of National Service Life Insurance by war veterans. The work of this group has been credited with bringing about a marked improvement in the NSLI lapse rate.

Mr. Patterson created much favorable comment in 1945 with his recommendation that there be created an international association of life insurance composed of representatives from all free countries and democracies.

In 1943 during the second war, Mr. Patterson was a member of a joint committee on field cooperation, whose efforts resulted in some 91 leading companies exchanging ideas on ways and means of assisting their field forces during wartime. In 1946 Mr. Patterson became chairman of a committee on

policyholder relations which had been created by Institute of Life Insurance. The objective was to discover policyholder grievances. The committee undertook by questionnaire to develop information that could lead to increasing the quality of the services of companies to the public, policyholders and beneficiaries.

Mr. Patterson was trustee of Roosevelt hospital at New York, and was a director of New York chapter of American Red Cross, and was a national trustee of Sigma Alpha Epsilon fraternity.

In addition to Alexander E. Patterson, Jr., who graduated at Princeton in 1947, there is a 17-year-old daughter, Portia, who is at Miss Gill's School at Bernardsville, N. J.

Mr. Patterson in 1938 received an honorary LL.D. degree from Coe College, Cedar Rapids, Ia.

N.A.L.U. Treasurer Dies During St. Louis Parley

(CONTINUED FROM PAGE 1)

financial field. In spite of having a keen, analytical mind, he was tactful in conferences about expressing his views or voicing objections. Instead of coming out flatly against a proposition he could be just as effective just by saying, "That's a good idea but have you thought about this angle?"

Formerly Railroad Man

Before going into life insurance Mr. Barton was a traveling passenger agent for the Rock Island railroad. Though he didn't know it, he took his first step toward entering life insurance when he made arrangements with Charles B. Knight, then eastern Pennsylvania manager of Prudential with headquarters at Philadelphia, to use the Pennsylvania railroad and the Rock Island to take the Prudential agency convention to Colorado Springs in June 1912. During the trip Mr. Barton, who was assigned to the special train, saw quite a little of Mr. Knight's daughter, Marion. The next year they became engaged and later married. In 1913, in addition to becoming engaged, Mr. Barton resigned to go with Mr. Knight's agency as an agent.

In 1914, Mr. Knight went to New York as manager for Union Central and Mr. Barton became an assistant manager. The agency was incorporated in 1931 and in 1934, after Mr. Knight's death, Mr. Barton became president.

Mr. Barton was elected president of New York City Life Underwriters Assn. in 1933. He served on the National Association's finance committee before being elected treasurer.

Mr. Barton died just a few hours before he was to have been host at a dinner for the past presidents and the present officers and trustees of the National association. His son, Charles Knight Barton, who was flying to St. Louis from Texas to attend the dinner, arrived just after his father's death.

Warren Pension Speaker

"Everybody Wants a Pension" is the subject of the address by Donald B. Warren of Nelson & Warren, St. Louis consulting actuaries, is to give Sept. 21 at a meeting of Kansas City Insured Members' Conference of Associated Industries of Missouri.

Ky. Central Promotions

Kentucky Central Life & Accident has promoted Henry R. Harris from manager at Cleveland to agency supervisor of Ohio.

L. J. Logan, formerly field superintendent at Philadelphia, becomes Cleveland manager.

The insurance division of the college of business administration at Butler University, is offering four professional level courses in the evening section, with instructors including Robert Osler, editor of the "Insurance Salesman," Edward M. Karrmann, treasurer of American United Life, and Prof. J. Russell Townsend, Jr.

Chicago is a Great City



When you're in Chicago go and see the MUSEUM OF SCIENCE AND INDUSTRY

Step into the full-sized mine elevator and drop seemingly a mile down the shaft into a regular coal mine. You board the narrow gauge train that rumbles off through the inky blackness to bring you to the heart of the mine. There you see growling steel monsters claw at the anthracite pillars, then grind and load the shining black diamonds.

Like all the other exhibits here, the coal mine, the half-million-dollar "Motorama" (which is the story of the automobile) are not just to be seen and admired. They are to be felt, heard, and understood. You find yourself surrounded by light, color, sound and motion—wheels whirl—whistles blast—gears engage and turn heavy machinery. It's all exciting, educational, entertaining—which adds up to a lot of fun for everybody, old and young.

Come and see us too!

Our Company is an old-line legal reserve life insurance company, specializing in Accident and Health contracts and serving more than a million policyholders. Maybe we can

add something to our visitors' knowledge of this business; maybe they can do the same for us. Anyway, you can find us on the job from 8:30 to 5, Monday through Friday, and it's always open house here.



BANKERS LIFE & CASUALTY CO.

John D. MacArthur, President

Kenneth at Lawrence Avenue, Chicago 30, Illinois

"Chicago's First Insurance Company"—Established 1879

LIFE AGENCY CHANGES

Penn Mutual Names Three New General Agents

Penn Mutual Life has appointed three new general agents.

Starr Northrop has been named general agent at Fresno, Cal., establishing a new agency. Doyle M. Smith has been appointed general agent at Sacramento, and Todd W. Bechtol is the new general agent at Salt Lake City. All three appointments are promotions within the Penn Mutual field.

Mr. Northrop has been with the Forrest J. Curry agency at San Francisco during the past three years. He is a

native of Utah and was graduated cum laude from Stanford University, after



Starr Northrop



Doyle Smith

which he had a year at the Harvard business school. His new agency head-

quarters will be in the Anglo Bank building at Fresno.

George Scotland, who has been general agent in Sacramento since 1926, has asked to be relieved of his management responsibilities to devote his time to the writing of personal business and will be succeeded by Mr. Smith, who for six years has been in Los Angeles where he was supervisor and sales manager. Mr. Smith is a graduate of Washington University. He is a member of the Million Dollar Round Table.

Mr. Bechtol succeeds Oliver P. Kernodle as general agent in Salt Lake City. Mr. Kernodle will devote his time to personal production.

Mr. Bechtol studied at Ohio State. For 10 years he has been at Columbus. He is vice-president of the Columbus Life Underwriters Assn. and on its board.

Simmie Succeeds Stibbard At Windsor for Great-West

J. Wilfrid Simmie has been appointed manager at Windsor by Great-West Life. He succeeds F. O. Stibbard, who becomes District Manager at Chatham, Ont.

Mr. Simmie served the Great-West Life previously at Winnipeg and Kinston, Ont.

Farson Houston Manager

Steve Farson, special representative of the group and franchise department of Great American Reserve at Odessa, Tex., has been promoted to manager at Houston.

Starting with the company last February, he is leader for the year in group life business, and second in total premiums.

Lewis Joins National Life

Paul S. Lewis has been appointed assistant general agent of National Life of Vermont, at Chattanooga. James B. Irvine, Jr., is general agent. Mr. Lewis was with the Edward E. Brown agency of Penn Mutual there for 12 years before entering the navy in 1942.

Potter Named at Buffalo

Howard A. Potter has been appointed Buffalo general agent of Empire State Mutual Life. He succeeds Nicholas Valvo, who has left the company. Mr. Potter has been in insurance work about 12 years.

Recently he has been assistant manager of an agency at New Haven for a year. Before that he was in the business in Buffalo for several years.

Hambaum Joins Ohio State

Ohio State Life has appointed A. G. Hambaum general agent at Benton Harbor, Mich. He resided at Grand Rapids 25 years and has been at Benton Harbor 13 months.

Robert M. Williamson, 36, has joined Connecticut Mutual Life's Denver

agency as assistant general agent, succeeding Max S. Caldwell, recently transferred to Salt Lake City as general agent. Moving from the James F. Ramsey agency of Connecticut Mutual in Chicago, Williamson joins his brother, Norris E. Williamson, who has been Connecticut Mutual general agent in Denver for the last five years.

Robert Williamson graduated from Dartmouth in 1934 and spent several years in the glass business before entering the insurance business in the Chicago agency of Williamson & Well-beloved, founded by his father. He was a wartime naval officer serving on the "Saratoga."

Santa Monica Appointment

Continental Assurance has named Charles L. Jones & Co. general agents at Santa Monica, Cal.

Fleming Law has been appointed general agent at Panama City, Fla., by Protective Life.

C. C. Foster has been appointed unit manager of the savings plan and annuities department of Franklin Life at Knoxville, Tenn.

COMPANY MEN

McEachern Chairm'n Dobbs President of Life of Georgia

J. N. McEachern has been elected chairman and R. Howard Dobbs, Jr., president of Life of Georgia.

Mr. Dobbs, treasurer since 1933, succeeds Mr. McEachern, who has served



J. N. McEachern



R. H. Dobbs

as president for more than 20 years. Other officers remain unchanged, with I. M. Sheffield, Jr., continuing as executive vice-president.

Mrs. Lula D. McEachern, who has been chairman, is retiring from active participation in business, civic, and church affairs. She is a nationally-known figure in women's affairs of the Methodist Church.

Continues Expansion Program

As chairman and chief executive officer, Mr. McEachern will continue to direct an expansion program he instituted for the company several years ago. Mr. Dobbs, in addition to his duties as president, will continue as treasurer.

Mr. Dobbs joined the company in 1925 and has been with it continuously since, with the exception of three and a half years in the army air forces. He is a director of the Atlanta Chamber of Commerce and of Junior Achievement, Inc.

Mass. Mutual Makes Mortgage Loan Promotions

Massachusetts Mutual Life has made a number of appointments in its mortgage and real estate districts. William W. Torrey is named manager of the Springfield, Mass., district which includes New England and New York state. He has been with Massachusetts Mutual since 1934 and since 1946 has

Our Men Know

what job satisfaction means.

They will tell you why they contracted with, stay with, and are happy with Western.

They will also tell you of earnings, pension plan, working tools — personal recognition of the individual — everything that has to do with job satisfaction.

A few openings for general agents in California, Oregon, Washington, Montana, Idaho, Utah, Nevada.

WESTERN LIFE INSURANCE COMPANY

Founded 1910

Assets \$ 30,797,865.45
Insurance in Force..... 139,469,900.00

Helena, Mont.

R. B. Richardson
President

Lee Cannon
Agency Vice President

An Emblem of Distinction



Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY
Waverly, Iowa

In Group Post

Kenneth C. Penwell, whose appointment as home office group representative for the New England region was reported in last week's issue, has been in group sales work since 1930 when he joined Prudential as territorial group representative in St. Louis. In 1943 he became group manager in Boston for John Hancock and more recently has been its manager for western New England.



K. C. Penwell

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been acting manager for the Spring-
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Edward P. Bennett, Jr., has been
made assistant manager at Dallas. He
joined the company in 1946 there, and
was formerly with Prudential and
Travelers.

Thomas J. Bennett has been made
assistant manager at Washington, D. C.
He entered the home office in 1926.

Allan P. Born has been made assist-
ant manager at Minneapolis where he
joined the company in 1938.

William G. Hart has been made as-
sistant manager at Chicago. He joined
the company in 1938 and in 1945 was
transferred to Chicago.

Edwin S. Nemes and Theodore J.
Strehlow have been made assistant man-
agers at Detroit. Mr. Nemes entered
the company in 1932 with the home
office. Mr. Strehlow joined the company
in 1939 at Detroit.

The Cleveland district will be incor-
porated into two other districts, Cincin-
nati and Detroit. Jay B. Wilson will
become field adviser with headquarters
in Cleveland. Franklin D. Burger, cash-
ier at Cleveland, will become cashier of
the consolidated mortgage loan and real
estate office at Detroit.

Field of National Life, Vt. to Take Leave of Absence

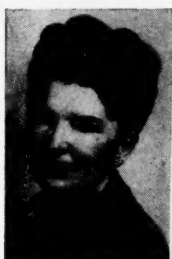
Vice-president Edward D. Field of
National Life of Vermont has been
granted a leave of absence from his du-
ties until the annual meeting of the
company next January. Mr. Field, who
marked his 50th anniversary with Na-
tional Life last year, has recently been
ill and it is on that account that the
leave of absence has been granted.

Mr. Field has made known that it is his
intention to retire formally at the next
annual meeting which will practically
be coincident with his 70th birthday.
During his absence, Miss Ella Brown,
who has been his secretary for many
years, will also enjoy a leave of absence

as a reward for her service. Miss Brown
reaches her retirement age next August.

Mrs. Gibbs Ass't Education Director of Cal.-Western

Mrs. Stella Gibbs has been appointed
assistant director of education and train-
ing by California-
Western States Life.
Mrs. Gibbs has been
agency director of
the women's divi-
sion. She produced
the "You, Inc.,
Training Manual
for Women" which
was subsequently
adopted as the com-
pany's training pro-
gram for all agents.
The course has re-
ceived national at-
tention because of
its utilization of the
training-within-industry technique of
instruction.



Stella Gibbs

Mrs. Gibbs served as an agent for
the company for 20 years prior to
joining the home office staff in 1940.
She is a permanent member of the
company's "millionaire" group, and is
a C.L.U. She will assist L. C. Tallman,
director of education and training, in
administering the company's training
program and in its expansion. She will
continue to devote a portion of her
time to consultation with company
managers on special plans concerning
the recruiting and training of women
life agents.

Billet Agency Assistant of Columbus Mutual Life

Clarence W. Billet of Athens, O., has
been appointed agency assistant of
Columbus Mutual Life. The appoint-
ment is part of an expansion in Colum-
bus Mutual's plans for the training and
education of its agents. Mr. Billet will
assist in the development of a series of
meetings and schools to be inaugurated
this fall.

He is a graduate of Ohio University
and has had 8½ years life insurance ex-
perience. He started in with Prudential
as an agent and was quickly promoted
to assistant superintendent. He spent
2½ years with Equitable Life of Iowa,
2 years as district manager at Athens.

ACCIDENT

Curran to Handle N. J. UCD for Loyalty Group

Francis T. Curran, superintendent of
the A. & H. department in the New
York branch office of the Loyalty group,
has been transferred to supervisor of a
new division in the home office, to be
known as the statutory disability divi-
sion. Its purpose will be to underwrite
business under the New Jersey tempo-
rary disability benefit statutes recently
enacted to provide coverage for workers
engaged in industry having four or more
employees, effective Jan. 1, 1949.

Mr. Curran has been with the Loyalty
group nine years. He was president of
the A. & H. Club of New York in 1946
and is now on its executive committee.
He has served as instructor of disability
insurance for the New York Insurance
Society for 12 years and is secretary of
the New York department advisory
board on accident and health examina-
tions. He just returned from an ex-
tended stay in California where he made
an extensive survey of the operations of
a similar law in that state.

Hike Sask. Compulsory Rates

REGINA, SASK.—The Saskatchewan
government has been forced to increase
its rates for compulsory hospitalization
insurance. When the scheme was first
announced a year ago, the socialist
C.C.F. government set initial rates at \$5

A CLASS WITH 800 STUDENTS...

We will soon complete a series of
schools which have been conducted
here at the Home Office for our 800
Superintendents (assistant man-
agers) in the field.

Of course we didn't have them all
here at one time. They have been
coming in groups of 16, and during
most of the year we have had two
schools going at the same time.

Last year, we had our District
Managers in for similar schools.

All this is part of the Company's
program to make the National field
force just as efficient as possible, and
make our service to the public the
finest it is possible to give.

The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.



POSTAL LIFE

Now An

AGENCY COMPANY

Rare Opportunity Exists For General
Agency and District Representatives
Postal Life, 43 year old New York
State Company, is now organizing
an ambitious Agency program.
Prospect lists, an excellent portfolio
and Postal's proven sales aids
(PROVEN by 40 years of mail
sales!) all combine to offer a rare
ground-floor opportunity for Gen-
eral Agency or District Representa-
tives.

Home office assistance is hard-hit-
ting—extensive—and at the same
time friendly and cooperative. Di-
rect inquiries invited. Write, wire
or phone

Roy A. Foan
Director of Agencies



per person, with a maximum of \$30 per family. By the end of November each adult must pay \$10, with \$5 for each dependent child under 21. Family maximum remains at \$30.

Rising costs of hospital service were given as one reason for the increase. Some increase in the benefits is provided. Out-of-province benefits, now

limited to \$4 per day, will be increased to \$5 and blood plasma and streptomycin have been added to drugs provided free of charge.

Change Chicago Plans

Because of the large membership and the broadened activities of the association, it was decided at a meeting of the

executive committee of Chicago A. & H. Assn. Thursday to hold the opening luncheon meeting of the season Sept. 21 at Hotel La Salle instead of at Hotel Hamilton as previously announced. Roy Tuchbreiter, president of Continental Casualty and Continental Assurance, will be the honor guest and speaker at that meeting.

E. F. Gregory, Business Men's Assurance, Denver, president of the National association, attended the executive committee meeting and outlined plans for increasing membership this year.

S. F. Managers Hear Stretch

Joseph V. Stretch, manager of the life department of Cosgrove & Co., who handles a large volume of group life and accident and health, will discuss these lines and phases of production at the luncheon of San Francisco A. & H. Managers Assn., Sept. 14.

department; Otto Langpaap, manager of agencies; S. S. Battleson, manager of the accident and health department; Dr. Ivan C. Heron, medical director; Walter E. Hebel, agency secretary; R. F. Benjamin, director of sales training and sales promotion.

Robert M. Balsillie, provincial manager of Imperial Assurance and president of the Life Managers Assn. at Vancouver, will be a guest.

R. Earl Thompson, coordinator of distributive education in the San Francisco public schools, who is also working with California department of education, will conduct the courses in training within industry.

Ralph D. Bailey, senior graduate pioneer of the company, and Mrs. Bailey will also be guests of the company at the convention. Although virtually retired for several years, Mr. Bailey attends the conventions and takes part in the program and discussions.

SALES MEETS

400 Sales Leaders to Take Part in Dedication

Mutual Benefit Health & Accident and United Benefit Life will be host to 400 top-ranking salesmen Oct. 7-9 in connection with the dedication of the newly finished addition to the Omaha home office. This group, known as the Builders Club, comprises the qualifiers in an eight-month sales contest.

On the first of the three convention days, salesmen-guests and managers will be welcomed to Omaha by Dr. C. C. Criss, the president, by Commissioner Stone of Nebraska, and Mayor Cunningham of Omaha. The group will then tour the new home office, where working space is more than doubled by the new structure. It is nine stories high and harmonizes with the design and color of the section completed in 1940.

Speakers for the following two days include: A. R. Jaqua, dean of the life insurance school of marketing at Southern Methodist University; O. J. Breidenbaugh, executive secretary National Assn. of A. & H. Underwriters; Joseph V. Breitwieser, director of the graduate division at University of North Dakota; and Carlyle Emery, vice-president of Ruthrauff & Ryan advertising agency.

A. W. Heuertz, Tennessee state manager and president of the Managers Assn. will preside.

Mutual Trust Concludes Series of Regional Rallies

Mutual Trust Life has concluded its series of four regional meetings. They were conducted at Saranac, N. Y., for the eastern division; Wisconsin Dells, Highland Park, Ill., and Gull Lake, Minn.

The eastern program featured talks by Lester I. Lester, general agent at New York city, who was in charge of the proceedings. Other notables on hand were Managers L. Neil, Arthur Boardman, Arthur Kerkorian, Ratus Kelly, Charles Willis, Bernard Bergen, and Bernard Eiber. From the home office were Raymond Olson, president; Delmar Olson, assistant vice-president and counsel; Stacy B. Merchant, sales training manager, and Charles H. Kiefer, agency secretary.

Carl J. Homann, manager of Reitan-Lerdahl & Co. of Madison, was in general charge of the meeting in Wisconsin. William J. F. Roll, Cincinnati general agent, and Leland Watkins, Bellefontaine, Ohio, general agents were co-chairmen of the meeting at Highland Park, and Paul Nelson, general agent at Minneapolis, and Robert Mossman, Brainerd general agent, were in charge at Gull Lake.

In addition to the home office group who attended the eastern meeting, William E. Grof, manager of agencies; Harry J. Nelson, agency planning manager, and Charles E. Menor, vice-president and secretary, were on hand for the three midwestern conferences.

Leader Clubs Feature Forum and Training Meets Sept. 26

Open forum discussions and meetings on field training feature the annual convention of the 1948 Leaders Clubs of West Coast Life at Hotel del Coronado, Sept. 26-30.

Business sessions are being held each morning, while the afternoons will be devoted to sight-seeing, including a trip into Mexico. The annual banquet is slated for Sept. 28.

C. C. Morrell, Eureka, Cal., is the new president. Other officers are: V. J. Andreatta, Dunsmuir, first vice-president; J. L. Letsinger, Dunsmuir, second vice-president; R. F. Pelouze, Fresno, third vice-president; E. J. Mockbee, Lakeview, Ore., fourth vice-president.

Sixty qualified for the clubs this year, three in the half million club, nine in the quarter million and 48 in the \$125,000 club. Most of those attending also qualified for their wives.

Branch managers will attend special sessions devoted to training problems, and TWI techniques.

Home office executives who will participate in the convention are Francis V. Keesling, president; H. J. Stewart, vice-president; Dr. A. C. Olshen, vice-president and actuary; Carlos Warner, secretary and chief underwriter; F. V. Keesling, Jr., vice-president and general counsel; Van Vanette, manager, group

Plan for Fall Campaign

More than 100 salesmen of Great American Reserve from Texas, Oklahoma and Kansas, with their wives and the executive staff from the Dallas home office, attended a conference at Dallas to plan for the "president's campaign" in September. Speakers were President Travis T. Wallace and John W. Arden, star producer of Southwestern Life at Waxahachie, who spoke on "Being The Insurance Man In Your Community."

COMPANIES

Report on Union Insurer

Amalgamated Life & Health of Chicago which issues group insurance to Chicago members of Amalgamated Clothing Workers of America, at Dec. 31, 1947, had assets of \$1,148,288, capital \$200,000 and net surplus \$902,783, according to the report of an examination by the Illinois department. Investments consist entirely of U. S. government bonds. The examiners state that adjustment and settlement of policy claims appear to have been effected in accordance with policy contracts.

The majority stockholder is Amalgamated Social Benefits Assn. which is an affiliate of Chicago Board of Amalgamated Clothiers Union. The principal

**OPPORTUNITY
UNLIMITED**

1. Liberal
First Year
Commissions.

2. Vested Renewals
Unsurpassed.

3. Bonus on
Quality Business.

4. Personalized
Home Office Service.

5. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: **E. Dudley Colhoun**, Superintendent of Agencies.

**Shenandoah Life
INSURANCE COMPANY, INC.**

ROANOKE 10, VIRGINIA * PAUL C. BUTFORD, PRESIDENT

Branch Offices in the United States

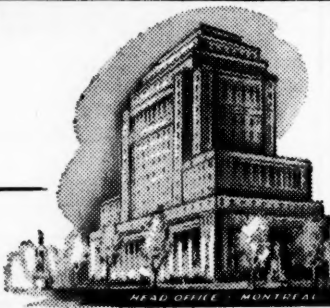
ATLANTA
BALTIMORE
BOSTON
CANTON
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DAVENPORT
DENVER
DETROIT
GRAND RAPIDS
GREENSBORO

HONOLULU, T.H.
INDIANAPOLIS
JACKSONVILLE
KANSAS CITY
LANSING
LOS ANGELES
LOUISVILLE
MEMPHIS
MINNEAPOLIS
NASHVILLE
NEW HAVEN
NEW ORLEANS
NEWARK

PEORIA
PHILADELPHIA
PITTSBURGH
PORTLAND, ME.
PORTLAND, ORE.
PROVIDENCE
RICHMOND
SAN FRANCISCO
SEATTLE
SPOKANE
ST. LOUIS
WASHINGTON, D.C.
WILMINGTON

SUN LIFE ASSURANCE COMPANY OF CANADA

Established 1865



operating officer is L. D. Pittman, assistant secretary. Life insurance in force totaled \$5,591,500 under 11,184 certificates. Accident and health premium income totaled \$337,000 and A. & H. claim payments were \$200,436.

Reports on Great States

The Illinois department has released the report of an examination of Great States Life, an assessment legal reserve life company of Bloomington, as of Dec. 31, 1947, showing assets of \$1,006,557, guaranteed fund certificate outstanding \$32,250 and unassigned funds \$80,725. Walter J. Colton is vice-president and superintendent of agencies. There were 6,933 policies in force with total of \$8,289,319.

Professional Ins. Corp. of Jacksonville has been licensed for A. & H. and life business in Georgia.

Automotive Life of New Orleans has bought a three story building at 826 Perdido and will occupy the ground floor.

MANAGERS

Hold Panel on Objectives

SEATTLE—A panel on objectives was held Monday by the Life Managers Assn., with R. R. Matthews, M. A. Ling, Ralph Hill and Phillip Putnam participating. What membership in the group means and should mean was discussed.

Utah Managers Meet

SALT LAKE CITY—Utah Life Managers Assn. resumed its meetings Sept. 10. President Elmer F. Davy, elected in June, assumed his new duties. Special guests included W. T. Grant,

chairman, and J. W. Saylor, vice-president of Business Men's Assurance, who were attending a regional meeting of the company. Deputy Commissioner R. W. Garff spoke briefly, Community Chest campaign plans were announced.

Hansen Nebraska Head

Arthur J. Hansen of State Mutual, has been elected president of Nebraska Life Agency Managers' Assn. Paul Kaul, Connecticut Mutual, is first vice-president; Sam Starrett, Guarantee Mutual, second vice-president, and L. J. Marcotte, United Benefit Life, secretary.

These officers with Kenneth Snyder, Northwestern Mutual; Ned Patrick, Massachusetts Mutual, and John Carr, Equitable Society, constitute the executive committee. The meeting was held at Omaha and the group was dinner guests of Guarantee Mutual.

The Fort Worth Life Managers & General Agents Club met Monday at luncheon.

ASSOCIATIONS

Michigan Meetings Set

The school of instruction for local association officers of the Michigan Assn. of Life Underwriters, at which officers of the National and state associations will serve as instructors, will be held at Saginaw Oct. 8-9. Arthur Gremel, Manufacturers Life, a vice-president of the state association, will be local chairman. State association directors at a meeting at Lansing decided to hold the 1949 convention at the Pantlind hotel, Grand Rapids, May 5-6. Herbert B. Thompson, director life and fraternal division, Michigan department, met with the directors to discuss possible legislation.

Toombs Talks on New Act

"Life Underwriting through a Tax Approach" was discussed by Frank C. Toombs, division manager of Research Institute, at a meeting of the Quincy, Ill., association. He said the 1948 revenue act made obsolete every will previously drawn, and that there is an amazingly large number of persons of means who have no will.

K. L. Keil, Springfield, secretary Illinois association and state membership chairman, stressed need for increased membership.

Hawaii Group Hears Derr

Arthur G. Derr, a retired general agent of Aetna Life who is sojourning at Honolulu, addressed a meeting of Assn. of Life Underwriters of Hawaii. He suggested the kind of agent that should be inducted into the business, the kind of prospects that should be cultivated and he gave 10 practical approaches to getting and holding a prospect's attention. He outlined some 20 objections and provided answers in convincing style.

Canton, O.—Dwight G. Johnson, vice-president in charge of life insurance for the Herkness, Peyton, Bishop agency of Philadelphia, spoke on "What It Takes to Become a Million Dollar Producer."

A year of outstanding programs has been planned. Melvin Tilley of John Hancock is program chairman.

San Francisco—The next sales congress has been set for Dec. 1. W. E. Miles, Prudential, is general chairman. A congress was held last January but hereafter it will be in December.

Murray R. Riskin, assistant manager of Equitable Society, who was chairman of the January congress, has been appointed a director of the association.

Fort Worth—George Montgomery, general agent Great National Life, Houston, spoke on selling, saying that one of his cardinal rule is to plan each day's calls and to make three "earnest" calls each day. On the days he is unable to make these three earnest calls

I NEED HELP!!!

I've got the responsibility of building the biggest Agency organization in America. I am very much encouraged by the progress made, but there is too much to do for one man.

What I need is a top-flight Agency Director. I am not looking for a fellow that was a success twenty years ago, what I want is a man who is NOW doing a terrific job, but is held back because the company he is with is not aggressive, and won't do all that is necessary for real success.

In the last year we have qualified in fourteen states, and the District of Columbia, and are going to expand so that in a few years we will be in every state in the Union . . . right now, we have to consolidate. We've got success stories, but we want more . . . lots of them.

Are you the man I want? Do you know the Health and Accident business from A to Z? Have you a good knowledge of life insurance business? Do you, personally, know the art of selling? Are you an organizer? Do you inspire men . . . fire them up? Are you an indefatigable worker? Are you ambitious? Do you have the sort of personality that attracts other men to you? If you have all this, Mister, I am looking for you, and I want to hear from you right away.

The name, well it's Louis A. Breskin, President, Sterling Insurance Company, 737 N. Michigan Avenue, Chicago, Illinois.

THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa; or R. Robert P. Stearns, 2363-5 Guardian Bldg., Detroit 26, Michigan.

NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President
Home Office: Northern Life Tower
Seattle, Washington

LIFE * ACCIDENT * HEALTH
Issued together at a substantial saving,
or separately



Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

We place a high value on human relationships as well as service.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY
Oshkosh, Wisconsin

he charges the unmade calls to himself and makes them later. He said he attributes the success he has had in the business to careful planning of his activity, proper frame of mind and good programming methods.

Minneapolis—"Problems of Property" was the topic of T. H. Tomlinson, educational director of Bankers Life of Iowa, at the first fall meeting. His assistant, Roy Frowick, put on a demonstration. Norvy Mulligan, Occidental general agent, also spoke.

Ronoke, Va.—Jess Foster, New England Mutual Life, spoke at the first fall meeting on "Prospecting Plans and Sales Methods."

Mr. Foster advised agents to study the needs of their clients in drawing up policies. He cautioned against a "package plan" approach.

"Sit down with your client and draw up a policy for his specific needs. You will have a better chance of making a sale this way," he said.

Evansville, Ind.—James O'Mara of St. Louis, regional supervisor of John Hancock and former major league baseball player, spoke on "Touching All Bases." He said capable training gets the salesman on first base. Learning to plan sales promotion is getting to second base, while continuous study and preparation

will lead to third base and provide the impetus for the all-important part—the closing of the sale—or getting to home plate.

CHICAGO

MEEKER-MAGNER MODERNIZATION

The Meeker-Magner Co. class 1 agency of Chicago has completed its office modernization which was designed by Herbert Beidler, noted office architect, along functional lines to increase efficiency. The office is very attractive, with new lighting fixtures, bank-type partitions with fluted glass upper sections, new marbled battleship linoleum floor covering, and many other features. The brokerage section south of the main office in the Insurance Exchange has been considerably enlarged by addition of the space formerly occupied by Thos. J. Reidy & Co., which moved to the ninth floor. Meeker-Magner also took three-quarters of the space of Associated Aviation Underwriters and the office now covers about 8,800 square feet of space. A line production system has

been made possible by the new arrangement of departments, so there are no lost motions in the issuance of a policy and other office functions. A number of employees have been added to the staff, and several additional brokers accommodated.

Meeker-Magner Co. also has enlarged the life department, which is general agent of Canada Life and is under Manager C. A. Fargo. This department has been very successful under his management and a large volume of new insurance has been placed.

SELECTION MEN RESUME MEETINGS

The Chicago Home Office Life Underwriters Assn. resumed its regular monthly meetings and a change in the by-laws was adopted to hold monthly meetings throughout the year. A color film was shown depicting the various steps in the gathering of rubber and manufacture of tires. It gave the underwriters a much clearer understanding of the occupational hazards in that industry.

For the October 6 meeting Dr. C. F. Reeder, assistant medical director of Continental Assurance, will read a paper on "The Appraisal of Heart Murmurs."

SPENCER TO ADDRESS GROUP

C. D. Spencer of Charles D. Spencer & Associates, Chicago, will speak at the first fall meeting of the Group Supervisors division of Chicago Assn. of Life Underwriters Sept. 27 on "Bringing Group Coverage Up to Current Needs." He recently made a survey of 100 employers' current group coverages. He is author of an employee benefit plan review.

RECORDS

EQUITABLE LIFE OF IOWA—Paid for \$9,542,000 life insurance in August, the largest August paid production in its history and a gain of 9.57% over August, 1947. For the first eight months of 1948 the company has paid for \$74,101,000.

NATIONAL GUARDIAN LIFE—August volume was \$5,550,454, a new record, produced a gain in insurance in force of \$1,261,332, the best gain for any month in the company's history. Total gain insurance in force for the year to date is \$9,147,967 as compared to \$5,206,000 for the first eight months of 1947.

FRANKLIN LIFE—August sales exceeded \$17 million (excluding annuities), greatest August business in its history and a gain of 46%. New business is 25% ahead for the year to date.

Offers Ordinary Policies in Even Premium Units

Regular ordinary insurance in units based on whole dollars of regular monthly premium exclusive of any charge for additional benefits now is being offered on certain plans on a standard basis by John Hancock. The company explains that the new unit basis is designed particularly for salary deduction cases but also may be used in other cases provided minimum premium and amount limitations are observed.

Newark Agency Leader

The C. Vernon Bowes agency at Newark of New England Mutual Life was the company leader in August for the second consecutive month.

Earls Memphis Speaker

MEMPHIS—Willingness to "pay the price," reliability and mental alertness were termed the main success factors in life insurance leaders by William T. Earls, Cincinnati general agent for Connecticut Mutual in addressing the Memphis C.L.U.

Mr. Earls remarked that all men say they want to be successful but few are willing to extend themselves to do it. "Reliability is willingness to follow through, to do a job honestly. Mental alertness means, he said, "using your head like a muscle,—getting it stronger and more controllable and more agile the more it is used."

L. O. M. A. Issues New Maclean Text

Life Office Management Assn. has published what is said to be the first authoritative life insurance textbook since the enactment of the Guertin standard nonforfeiture and valuation laws. This book, "Introduction to Life Insurance, Volume I," has been written by J. B. Maclean, for the L.O.M.A. Institute examination 1. Mr. Maclean, formerly vice-president and actuary of the Mutual Life, and a recognized authority on life insurance, is preparing a four-volume series for L.O.M.A., one for each of the first four institute examinations.

A second textbook released this month by L.O.M.A. is a new edition of "The Life Insurance Contract," by Horne and Mansfield.

Because the new Maclean textbook will be the reference used this year in examination 1, revised editions of both the instructor's manual and student's manual for examination 1 are being prepared and should be available during October. However, instructors and students beginning work on examination 1 before the revised manuals are ready will not experience great difficulty in adapting the present manuals to the new textbook.

Other additions to L.O.M.A. Institute study aids student's manuals for examinations 5 and 6: "Agency Management," and "Arithmetic of Life Insurance." These will be ready about Sept. 20 and are the first of the institute's proposed series of student's manuals for all course II examinations.

L.O.M.A. Institute will again provide copies of the brochure, "Opportunity Knocks on Your Door." This is designed to encourage employees in home and field offices to learn something of the principles of life insurance.

Of special value to companies introducing L.O.M.A. Institute examinations for the first time is the booklet, "Suggested Presentation to Prospective Students." It outlines a talk which may be used by executives who wish to stimulate employee interest in institute courses. Part II of the brochure contains a recommended procedure and check list that will be helpful to companies installing institute examinations for the first time or reviewing the operation of their present programs.

Group Inclusion in Union Contracts Seen on Upgrade

The National Industrial Conference Board, an independent research organization, in a survey of 373 union agreements, has concluded that group insurance benefits are included more frequently since the passage of the Taft-Hartley act. Out of 373 agreements signed since the passage of the act, group insurance provisions are an integral part of some 20%. The organization made a similar study in April, 1947, and then found that 15% of the contracts analyzed contained group insurance provisions. It was found that group insurance benefits occur more frequently in C.I.O. agreements, while paid sick leave provisions are more common in A.F.L. contracts.

The great proportion of group insurance programs apparently are still not a part of union contracts. Earlier this year, National Industrial Conference Board found that more than 70% of wage earners in 455 companies were provided with group disability and in 1946, the Board found that more than 60% of 3,498 companies provided group A. & H. benefits.

Most of the plans incorporated in the union agreements provide for life insurance, accidental death and dismemberment, weekly disability benefits, and hospital and surgical benefits. Only a few provide hospital and surgical for dependents and medical benefits for employees.

ONE OF THE LOWEST NET COST COMPANIES IN THE UNITED STATES

ORDINARY LIFE

Minimum \$5,000 — Maximum \$100,000

Age Limit 1 to 55

Age	Annual Premium Per \$1,000	20 Year Annual Net Cost Per \$1,000 Present Dividend Scale (Not Guaranteed)
1	11.33	1.72
5	11.78	.81
10	12.76	.25
15	14.14	— .08
20	16.11	— .17
25	18.53	— .13
30	21.55	.23
35	25.34	1.19
40	30.15	3.06
45	36.37	6.21

"Nothing Better in Life Insurance"

MUTUAL TRUST LIFE INSURANCE COMPANY

Chicago

One of the Lowest Net Cost Companies in the United States



A & H COVERAGE

is our specialty

OUR PORTFOLIO OF UNUSUAL TAILOR-MADE PLANS INCLUDES:

- The Quality Series
- Student's Medical Expense
- Professional or Association Groups

Also ALL REGULAR LIFE AND GROUP PLANS COMPLETE BROKERAGE FACILITIES

THE UNITED STATES LIFE INSURANCE COMPANY
IN THE CITY OF NEW YORK

Union Mutual Marks 100th Year

(CONTINUED FROM PAGE 3)

This has been recognized in conducting the home office schools and the emphasis placed on simple programming.

John "Ox" Da Grosa, field coach Temple University football team, gave the inspirational and motivating talk of the day. Through the use of football stories and gridiron terms, Mr. Da Grosa developed the argument that there are four "musts" for the life agent today: (1) know your stuff, (2) see a lot of people, (3) use common sense and (4) ask them to buy. Mr. DaGrosa was animated and energetic in his delivery.

At the initial luncheon the Alphonse P. Labbe agency, Van Buren, Me., was honored. Mr. Labbe has headed the agency for 40 years. Always among the company's top five in production, during the 18 months of the convention drive it produced over \$2 million in the little Maine community of 4,000. Mr. Labbe was presented with a traveling clock.

350 at First Banquet

There were 350 present at the first banquet, including a home office delegation of 140. President Irish presided as toastmaster. The speakers were President Claris Adams of Ohio State Life, and Howard J. Burridge, president THE NATIONAL UNDERWRITER. Mr. Irish presented pen sets and watches to home office employees who recently passed L.O.M.A. examinations. Orchid leis, flown from Hawaii, were bestowed upon the nine home office employees competing in the "100th Anniversary Girl" contest by E. A. Berlin, Honolulu.

In his talk Mr. Adams reviewed the part that life insurance has played during the 100 years of the Union Mutual's history. Terming life insurance the largest common denominator in America today, he remarked that total insurance in force had increased from \$10 billion to over \$200 billion in the last 50 years. He outlined the important place that life insurance occupies in the national economy. With the present high income tax rates, the devaluation of the dollar, and increased living costs,

the average man has no hope of safeguarding his family's future, except through life insurance, Mr. Adams said.

He warned against complacency, pointing out that life insurance is attracting a smaller percentage of the total national income today than during the depths of the depression. Mr. Adams predicted that selling will be definitely more difficult during the next two or three years, and that only the thoroughly trained and top quality agents will be able to do a creditable job. The evening was concluded with dancing.

A group of theatrical professionals presented an "Allen's Alley" portrayal of how to make selling effective by following the four points stressed by Mr. DaGrosa. This was the opening feature of the second business session. Francis L. Merritt, vice-president and director of agencies of Central Life of Iowa, was the featured speaker. He said that personal motivation is the most powerful sales factor. Making numerous references to actual selling experiences, he showed the importance of exploring and understanding the prospect's mind as contrasted with trying to pressure the prospect to adopt the special or pet plan of the salesman. He predicted that the career underwriter of tomorrow will be a multiple motive specialist and definitely not one confining himself to a single form of life coverage.

Honor Quality Award Winners

At the second luncheon, the members of the Maine Development Commission sat at the head table. J. M. Holcombe, managing director L.I.A.M.A. read the names of the 13 Union Mutual agents who received the national quality award and as trustee of the American College of Life Underwriters conferred the C.L.U. designation on Mrs. Ruth Skelton, Pittsburg and Nathan Metzger, Richmond, Va.

Leading business and professional men of Maine were guests at the anniversary dinner at which President Irish functioned as toastmaster. Speakers were Horace A. Hildreth, governor of Maine; Charles F. Phillips, president Bates College; and A. J. McAndless, president Lincoln National Life. In addition, there were musical selections by the Portland Men's singing club and a colorful pageant "Glimpses of America Through 100 Years with the Union Mutual" was portrayed by beautiful New England models.

Agency Vice-president H. L. Knight was in charge at the final business session. He reviewed the highlights of the company's accomplishments since the last agency gathering and announced new coverages in the A. & H. department. Board Chairman Wadleigh B. Drummond spoke for the directors and Mr. Holcombe brought the convention to a close by summarizing and emphasizing its salient features.

Provident Mut'l G. A. Association Meets

(CONTINUED FROM PAGE 6)

plan. The average level of compensation has been \$2,500 annually. Losses have been roughly one-quarter of the outlay.

C. Sumner Davis, assistant manager of agencies, described the average successful recruit of 1946 as follows: Between 26 and 35 years old, married, college man, not previously in the life insurance business, graded "A" in aptitude test, known to his general agent for over two years, former income \$3,000.

Lawrence T. Wade, Davenport, Iowa, said, "If we are going to recruit successfully we must know what we are looking for. By and large, we know the requirements for a successful agent. I'd like to add once more: can he manage his own affairs? If he cannot, I don't want him."

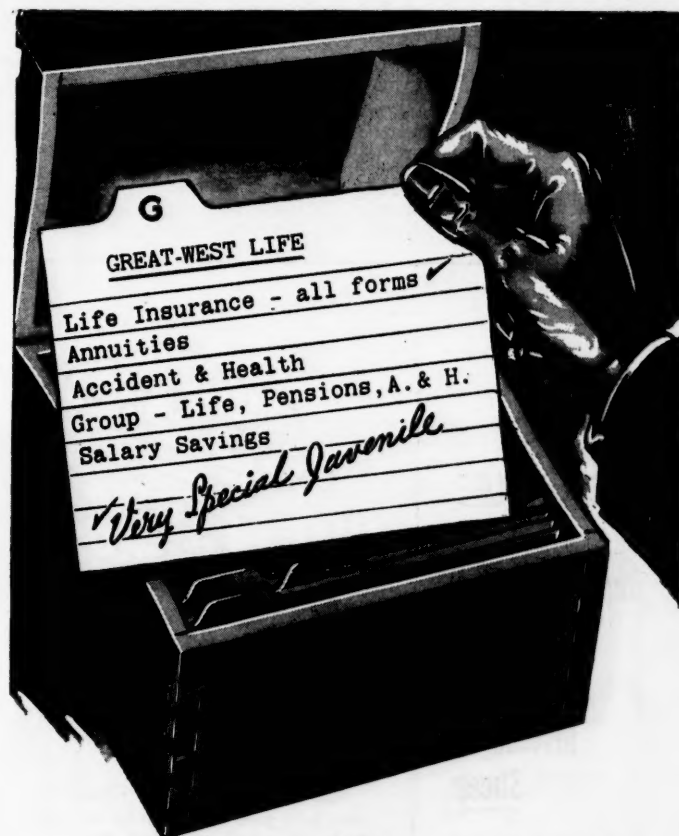
Said Henry G. Barnhurst, Syracuse,

his development.

Said George P. Shoemaker, New York, "From my experience I have found that the greatest area of uncertainty in the mind of the recruit centers on the question, 'What do I do every day and what results can I expect?' In our agency we explain the programming process before we ever sign the agent."

J. B. Long, Knoxville, said that in order to serve a growing market, the sale of business insurance should be brought down to the level of the average agent and the responsibility lies with management to cut through the red tape of complicated presentations and to point out the fact that prestige is of primary importance in the business insurance field.

Mr. Davis was elected president of the general agents association. W. Henry Blohm, Cincinnati, was elected vice-president, and Roland D. Benscoter, Detroit, secretary-treasurer.



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ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA

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The **COLUMBIAN NATIONAL**
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JUVENILE PLANS

Low-cost Endowments for College funds—
Thrift plans and low-cost life-long protection.

BUILT ON INTEGRITY GROWING ON SERVICE

WANT ADS

OPPORTUNITY FOR QUALIFIED EQUIPMENT ANALYST:

Large progressive insurance company seeks man, 25 to 30, capable of analyzing office conditions and office equipment to be able to build systems around specific office machines. The man we want for this permanent job has had previous experience as office equipment salesman or office manager. Tell us everything we should know about your personal history, education, experience, and capabilities. Address R-49, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

JOB EVALUATION ANALYST WANTED

by large progressive business organization to do research, develop, install, and operate the program. Must have had training and experience in the field. Job requires a man under 40 desiring permanent work with many employee benefits. Write giving full qualifications. All replies confidential. Address R-48, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Wanted: Young man with three to five years' experience in A&H claims. Must be capable of ultimately heading claim department in company with young but growing A&H business. Give full background including present salary. Write Box R-54, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Underwriting Limits Shouldn't Be Wet Blanket

(CONTINUED FROM PAGE 1)

the life of the wife and for a 20 years' certain period at ages 30 or less, 15 years certain for age 35, and 10 years certain for ages 40 and above.

"You will note that no account has been taken for clean-up funds or expenses incidental to the death of the insured, educational funds for the children, etc. Perhaps dividends left to accumulate, or used to purchase paid-up insurance would assist in last illness expenses. Educational funds are another matter, and might call for a relatively large outlay. An old age income for the insured is not considered, although cash values in later years would assist in this when life insurance protection was not needed in such large amounts. Perhaps a larger income would be desirable if death occurred early, when the children were young, and a smaller income might be adequate in later years. This could be arranged by applying part of the proceeds under one settlement option, and the balance under another. Settlement options have been applied at the beneficiary's current age, and as she becomes older a slightly larger income would develop. The calculation has been kept simple, and merely replaces one-half the insured's net income after paying taxes and insurance premiums. This is a relatively conservative assumption,

and one which it would seem that a sound life insurance program might try to meet."

The following table shows the amount of insurance required to fulfill this need on the above assumptions, and for various amounts of income:

Annual income	Amount of Insurance for Various Incomes					
	5,000	10,000	15,000	20,000	25,000	50,000
Federal income tax	432	1,360	2,512	3,888	5,476	16,578
Income after tax	4,568	8,640	12,488	16,112	19,524	33,422
Age	Amount of Insurance					
	25	30	35	40	45	50
25	56,000	106,000	153,000	198,000	240,000	410,000
30	52,000	98,000	142,000	183,000	222,000	380,000
35	47,000	90,000	130,000	167,000	202,000	347,000
40	43,000	81,000	117,000	151,000	183,000	312,000
45	38,000	72,000	104,000	135,000	163,000	279,000
50	34,000	64,000	92,000	119,000	144,000	246,000
55	29,000	55,000	80,000	103,000	125,000	213,000

The following table shows the number of times income which is required in life insurance to fulfill the above needs:

Number of Times Income for Insurance						
Age	25	30	35	40	45	50
25	11	11	10	10	10	8
30	10	10	9	9	9	8
35	9	9	9	8	8	7
40	9	8	8	8	7	6
45	8	7	7	7	7	6
50	7	6	6	6	6	5
55	6	6	5	5	5	4

"These tables could be simplified if we were to compare the amount of in-

surance with income after taxes are paid. Then regardless of the size of income, you will find the amount of insurance is approximately 12 times income after taxes at age 25, 11 times at age 30, 10 times at age 35, and so on to six times income at age 55. Let us take a

few examples from these tables and see how much life insurance is indicated to accomplish this purpose, and how the income is apportioned to taxes and premiums.

"For a man age 30, with an income of \$5,000 annually, these assumptions call for insurance of \$52,000. His federal income tax would be \$432, and insurance premiums would be \$1,124 a year, totaling \$1,556. These deducted from an income of \$5,000 leave a net income to the family of \$3,444. The \$52,000 of insurance will provide his wife, if she is the same age as the insured, with an income of approximately \$1,722 per annum, or \$144 per month, payable for 20 years' certain period, and as long thereafter as she lives, which is approximately half of the insured's income after his taxes and insurance premiums have been paid.

"For a man age 40, with an income of \$10,000 annually, these assumptions call for insurance of \$98,000. His federal income tax would be \$1,360, and insurance premiums would be \$2,445 a year, totaling \$3,805. These deducted from an income of \$10,000 leave a net income to the family of \$6,195. The \$98,000 of insurance will provide his wife, if she is the same age as the insured, with an income of approximately \$3,110 per annum, or \$259 per month, payable for a 10 years' certain period, and as long thereafter as she lives, which is approximately half of the insured's income after his taxes and insurance premiums have been paid.

50 Years Old, \$20,000 Income

"For a man age 50, with an income of \$20,000 annually, these assumptions call for insurance of \$119,000. His federal income tax would be \$3,888, and insurance premiums would be \$5,290 a year, totaling \$9,178. These deducted from an income of \$20,000 leave a net income to the family of \$10,822. The \$119,000 of insurance will provide his wife, if she is the same age as the insured, with an income of approximately \$5,440 per annum, or \$453 per month, payable for a 10 years' certain period, and as long thereafter as she lives, which is approximately half of the insured's income after his taxes and insurance premiums have been paid.

"The point I would like to make is, how many of your clients who are age 30, with an income of \$5,000 annually, actually own \$52,000 of insurance; or how many clients at age 40, with an income of \$10,000 actually own \$98,000; or at age 50, with an income of \$20,000 actually own \$119,000? Any of these amounts would seem to be reasonably justified by the needs of these people, and yet it is surprising how few applications indicate total insurance even close to these amounts.

"In order to see how these indicated amounts compare with business actually being submitted, the underwriting department was asked to apply this basis to some current applications. These were taken at random, using applications where the amount was \$5,000 or more and where the insurance was for personal protection. In only one case did the total of insurance already in force

and the new application approach the indicated amount. On the average the total was less than 50% of the indicated amount.

"While the U. S. is by far the best insured nation in the world, nevertheless there is still an unfulfilled need for insurance. You may think that this is too ambitious a program for many to undertake, and in these times few will wish to divert this much income to life insurance premiums. Nevertheless here is a concrete way of visualizing life insurance needs.

"Generally this extensive insurance program will be purchased over a period of years, and some parts of it will have the benefit of lower premiums at younger ages."

Mr. Moyer recommended John Hancock's new family income provision as an aid in accomplishing the desired amount of coverage for family protection, because of its great flexibility.

"In many ways," he pointed out, "it automatically programs itself, and it is possible to accomplish much in the way of temporary protection with a smaller outlay of premiums."

Deterring Effect

Observing that the discussions of maximum amounts of insurance in the past, coupled with the fact that too large amounts of insurance had been placed in many instances, may have had a deterring effect upon agents in soliciting larger amounts of life insurance and the further fact that falling interest and rising income taxes may have kept sights too low in determining the amount of insurance which should be solicited or accepted, Mr. Moyer stated: "Some of these amounts may appear excessive when compared with standards which were felt applicable in the past. Any of these standards were a relative matter and were simply a guide for use in determining what a reasonable maximum amount of insurance might be. As long as these amounts are kept reasonable, and kept within the needs for specific purposes, excellent business for every one concerned will develop and will enable the life insurance business to more nearly fulfill its important purpose.

"You have an important mission to fulfill in seeing that the largest possible amount of insurance is placed consistent with sound underwriting practices. We have an important duty to perform in seeing that the largest sound amount of protection is afforded to you. Taking these two functions together, we can both assist materially in spreading the benefits of life insurance to the greatest extent."

Byron Elliott Treats Marital Deduction

Describing the marital deduction as a new tax factor which is "at once an opportunity and a responsibility," Byron K. Elliott, executive vice-president of John Hancock, said there probably always will be a seller's market for tax-saving insurance programs, and called upon his audience to handle such situations with skill and restraint. He counseled distinguishing clearly those situations where the marital deduction should be used from those where it shouldn't, suggested the propriety of referring customers to their lawyers and tax consultants, "who can and should be made our closest allies."

Mr. Elliott advised that before initiating changes in an existing life insurance plan for the purpose of securing a marital deduction, a check be made to see whether a marital deduction, even if obtainable, could be of any use to the insured; whether the insured has to give up anything to get the deduction which is of more value to him than the taxes saved; and whether the surviving spouse would run the chance of any loss equal to or greater than the amount of any such savings.

Pointing to estate plans that have been so carefully and ably done that it may well be a bad bargain to upset it,

FIDELITY LIFE
Sales
Representatives
Count
Money
Instead of
Sheep



Aggressive F.L.A. sales representatives have good incomes from the very beginning. And why not? They are permitted to write life insurance with accident, hospital and disability benefits. What's more, they can write life plans with dismemberment and fracture benefits on children from birth and with double indemnity benefits from age 5. This adds up to increased income, greatly enhanced financial security.

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even in exchange for a lowered tax, Mr. Elliott said that the insured is the only one who can measure how much a current settlement, which meets precisely his own wishes, is worth to him.

Mr. Elliott recommended that the agent make sure that there is not sufficient property in the estate other than insurance which could more appropriately be used to exhaust the marital deduction. "The flexibility of life insurance contracts renders them adaptable to many uses for which other property is not adaptable. Therefore, it is not to the interest of the insured to fit this flexible instrument into the more or less rigid framework of marital-deduction requirements if there is other property which can be used for this purpose."

Mr. Elliott voiced the belief the marital deductions should be available when the proceeds of life insurance are payable to the insured's spouse, even though the spouse subsequently elects an optional settlement. Proceeds left under the interest option or installment options with refund were also thought to qualify for the marital deduction, provided the spouse as beneficiary had the power to appoint the principal sum held by the company, either in her own favor during her lifetime or in favor of her estate upon her death.

The vexing question as to whether an installment option without refund provision will qualify for the marital deduction was also mentioned by Mr. Elliott. He said he believes that the deduction should be available here, although it would be impossible to reach a firm conclusion until the official government regulations are issued. Mr. Elliott said that he believed that the benefits of the marital deduction provisions would not be lost by naming secondary beneficiaries to take according to the direction of the insured in the event the surviving spouse failed to exercise a power of appointment.

Although many forms of installments

Ohio State Appoints Gregg Asst. Insurance Professor

COLUMBUS—Ohio State University has added Davis W. Gregg as assistant professor in insurance to the department of business organization. Professor Gregg will work with property, casualty and life insurance, and will cooperate with insurance interests in developing increased university cooperation.

He holds master's and doctor's degrees from the commerce school of University of Pennsylvania. He was with Aetna Casualty in Hartford and Dallas for several years, and has taught at the University of Minnesota.

During the war he served in the navy as commanding officer of convoy escort vessels. He is a member of the American Assn. of University Teachers of Insurance.

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Secretary

HOME OFFICE—SYRACUSE, N. Y.

are not specifically provided for in the life insurance contract, Mr. Elliott said he believes that these options should also qualify for the deduction, since when they have been agreed upon between the company and the insured, they become a part of the insurance contract. A period of uncertainty must intervene, however, until the regulations are issued.

PROSPECTING ADVICE

"Add one more hour to your working day and use that hour for prospecting,"



Ralph Hoyer

Ralph Hoyer, general agent at Columbus, advised in his address. "By adding one hour to your working day, you would add two months to your year and that means you would be doing 14 months in 12," he observed.

Mr. Hoyer defined a good prospect as a "man of ability because every person whose mind or whose hands are his capital knows that his family would suffer an irreparable loss in his death."

Stating that the agents who have the largest incomes follow a strict rule of prospecting where the money is, "Mr. Hoyer suggested that his audience give more consideration to the farmer as a prospect, pointing out that the gross income among this group is higher than it has ever been in history."

"Furthermore," he revealed, "farm families save more than city families with comparable incomes. In rural areas 37% are classed as large savers, while only 13% of those living in metropolitan areas are included in this class. Farm savings are estimated at \$22 billion this year."

He stated that one of the best sources of new business is found among new policyholders—"the ones you have just written. When you know that the need is there and that the man has the ability to pay—order out an extra policy. Seventy-five percent of the time you will deliver it."

DEFERRED PROBLEM
"People solve their most pressing problems first and that is why they don't buy life insurance as voluntarily as they do food, clothing, cars, tobacco, entertainment and other tangible products," Raymond Deston, supervisor of field sales, observed in his talk.

"When people get hungry," said he, "an empty stomach is an unusually persuasive factor. When shoes are worn out, the rain and the cold forcefully tell a man that he can't postpone buying new ones. When the car breaks down, repairs are essential at once, because every substitute form of transportation is so inconvenient or so expensive that the problem becomes urgent."

Deferred Problem

"But the problem of future income is a deferred problem in the average person's mind. It's not so pressing and next month or next year seems soon enough to save and to buy life insurance."

Mr. Deston brought out that the secret of successful life insurance selling is the ability to make the problem of future income so pressing and so vital that it will take precedence over all the other problems a prospect faces.

"Search out the problems of the prospect first," said he, "and then by comparing his objectives with his present position, make him aware that a real problem exists. The solution then offered, if sound, is usually acceptable, and a sale results."

Professionalism is inherent in the nature of life insurance and not, as some mistakenly believe, a modern develop-

ment in life insurance selling, according to Starkey Duncan, general agent at Nashville. He said such developments as the C.L.U. designation, formation of life insurance and trust councils and skillfully planned option settlements are not in themselves professionalism, but rather the outgrowth of a basic professionalism intrinsic in the business.

"The selling of life insurance was a professional thing from its very beginning, due to the intrinsic value it possessed for mankind and to the personal relationships which were inherently a part of it. Our predecessors who were the pioneer agents were slow to recognize this, and we might have no greater clarity of vision than they but for our vantage point in time. It is not difficult to understand that an institution as gigantic as ours, so beneficial to millions, could not have been created except through the efforts of an army of men doing a professional job over many years of time. The more I study selling of the 150 billions or more in force in our country, the more I realize that the men who did it performed an honorable professional service which we are just now beginning to recognize as such."

L.A.A. Attendance Group

Russell V. Vernet, director of advertising of Mutual Life of New York, is in charge of promotion and attendance for the annual meeting of Life Advertisers Assn., it has been announced by C. Russell Noyes, president of L.A.A. The annual meeting will be at the Mayflower Hotel, Washington, Oct. 28-30.

Colin Simkin, Travelers, will serve as vice-chairman of the committee. Other members will be Edwin P. Leader, Bankers Life; Cyril Bragg, Crown Life; Hal R. Marsh, Jefferson Standard; L.

W. Camp, Peoples Life and Edward M. Merrill, Security Mutual.

Few Scandinavian Students Study Insurance in U. S.

About 700 Scandinavian students and job trainees will arrive in this country in the coming year. About half a dozen will be here to study American insurance home office and field operation procedures and methods.

Because of the difficulty of establishing dollar credits priority is given those students interested in a basic industry, such as steel, hydroelectric power systems, transportation, agriculture, etc.

Indications that applications for advanced insurance study would increase if funds were more easily established have been received in letters of inquiry to the American-Scandinavian Foundation.

Typical of the Scandinavian insurance student is 28 year old Sven Bladh, claim adjuster with Skane-Malmö Co., Malmö, Sweden. His company has sent him to the U. S. to study different types of claims and how they are handled by American insurers. Since being here he has worked both with Travelers and Aetna Life, and traveled around the country observing company procedures.

Observes Constitution Day

According to a custom of several years, American United Life will present a special program celebrating the anniversary of the United States constitution Sept. 21, in the home office auditorium. The speaker will be John J. Haramy, counsel of Insurance Audit & Inspection Co., Indianapolis. President Leslie E. Crouch will preside.

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Wolfe, Cerozer and Linder

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PENNSYLVANIA

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CONSULTING ACTUARY
 ASSOCIATE
 E. P. Higgins
 THE BOURSE PHILADELPHIA

Deaths Cast Pall on N.A.L.U. Parley

(CONTINUED FROM PAGE 1)

year now ending," he said. "You will note that I did not use the term 'accomplishments of this administration.' I am mindful of the fact that credit for whatever we have accomplished this year is due in large part to the loyal and untiring efforts of all of you in previous years. I sincerely hope that some of the matters upon which future presidents will report may have been started by or favorably influenced by your officers, trustees, and national committees of this year."

Mr. Baumann went over the association's objectives and the progress it has made toward achieving them. He commended the work of the various committees of the parts they had played in this.

President E. W. Craig of National Life & Accident spoke on "Public Approval—Our Continuing Challenge."

Gale F. Johnston, president of Mercantile-Commerce Bank & Trust Co. of St. Louis and former third vice-president of Metropolitan Life, in his talk on "Whither Now?" challenged life insurance men to increase the insurance in force from the present figure of roughly the equivalent of a year's national income to four times that amount. Mr. Johnston also gave in some detail the reasons why he considers the outlook for life insurance and for business generally to be highly favorable despite certain items on the liability side which he noted.

Russell Award Presented

Presentation of the John Newton Russell memorial award for outstanding service to the institution of life insurance for 1948 to Chairman Frederick H. Ecker of Metropolitan Life is being made in absentia, as Mr. Ecker did not find it possible to be present. The presentation will be made by John Henry Russell, Los Angeles, who established the award in honor of his father, a past president of N.A.L.U., who represented Pacific Mutual at Los Angeles. Philip B. Hobbs, Equitable Society, Chicago, as immediate past president of N.A.L.U., was chairman of the committee that selected Mr. Ecker as recipient of the award.

The final speaker was Paul Speicher, president of R. & R., who talked on "Urges to Accomplishment."

The women agents' luncheon and the general agents and managers luncheon were on Thursday. Speakers at the women's session were Eunice C. Bush, Mutual Life, Baton Rouge, chairman; Elsie Matthews, Manhattan Life, Montclair, N. J.; Hildreth E. Butterfield, Mutual Life, St. Louis, who welcomed the participants; Marie Krag, Equitable Society, St. Louis, who introduced the special guests; and Mary Hostetter, Massachusetts Mutual, Indianapolis; Norma Wasson, Phoenix Mutual, Kansas City; Mary C. McKeon, Prudential, Arlington, N. J.

Speakers at the managers luncheon were Lewis W. S. Chapman, director of company relations L.I.A.M.A., and Charles J. Zimmerman, associate managing director of L.I.A.M.A.

That afternoon there was a managers meeting and the national sales seminar. The former was conducted by Bert A. Hedges, Business Men's Assurance Wichita, chairman of the general agents and managers committee. C. W. Campbell, Prudential, Newark; Osborne Bethea, Penn Mutual, New York, and Dr. S. Rains Wallace, director of research, L.I.A.M.A., discussed cooperative research projects in agency management. R. Barney Shields, Great National, Dallas; O. Sam Cummings, Kansas City Life, Dallas, and Mr. Speicher discussed the Dallas and Indianapolis plans for round table series in agency management. A. R. Jaqua, Southern

Methodist University, and Daniel P. Cahill, Purdue, discussed campus training of agents. Walter R. Hoefflin, Pacific Mutual, Seattle; William E. North, New York Life, Chicago, and W. Thomas Craig, Aetna Life, Cincinnati, dealt with proposals for more effective organization of agency management activities, local and national.

The national sales seminar had as speakers Edward Brown, Metropolitan Life, Berwyn, Ill.; Glenn Drake, Chicago sales psychologist; Lantz L. Mackey, Home Life, Detroit; Cora Dulaney, Great National, Dallas, and A. Jack Nussbaum, Massachusetts Mutual, Milwaukee. Their talks, and those of the other speakers mentioned previously, will be reported in detail in the convention dailies issued this week by THE NATIONAL UNDERWRITER.

Round Table Conference

Another event of Thursday afternoon was the round table conference on chapter administration run by the American Society of C.L.U.

The American College-American Society dinner and C.L.U. conferment exercises were Thursday evening. William S. Leighton, New York Life, Minneapolis, American Society president, presided. Dr. S. S. Huebner, president of American College, presented the diplomas and Robert Dechert, counsel of Penn Mutual and of American College, made the conferment address.

With Program Chairman John D. Moynahan, Metropolitan Life, Chicago, presiding, the second and concluding general session will be Friday. Presentation of membership awards, the million dollar round table hour, and the American College hour, will be the features. In the afternoon the national council will meet to vote on nominees. After that there will be a convention business session to ratify the council's vote on officers and trustees, and to act on the reports of the resolutions and by-laws committees.

J. F. Kavaney Columbus G. A. for Equitable, Ia.

J. F. Kavaney has been appointed general agent for Equitable Life of Iowa at Columbus. He has been with the H. S. Bell agency at Seattle since he entered the business in 1941, and for several years has paid for more than \$500,000 in personal production annually. He has qualified for every annual production club since becoming an agent, and had earned a one-a-week club record of 344 weeks as of Aug. 22.

500 At Farm Bureau Rally

More than 500 representatives from 12 states and the District of Columbia, in which the Ohio farm bureau insurance companies operate, attended the convention of district managers at Atlantic City.

General theme was "Growing with the Job." Problems in recruiting, selecting, and training agents were among the topics discussed. Featured speakers were Murray D. Lincoln, president of

the three insurance companies; Bowman Doss, agency vice-president, and several district managers who have done outstanding work.

American Income Brings Out New A. & H. Form

American Income Assurance of Chicago has had approved by the Illinois department a new "All-American" A. & H. form and rates covering all preferred occupational males under the conference manual, up to age 70. It may be written up to age 59 on either annual or semi-annual premium basis.

It pays \$100 or \$200 for loss of time from either sickness or accident from first day of accident for limit of four years and from eighth day of sickness for one year. There also is a death benefit up to \$2,000 and double indemnity for loss of limbs or sight. Specific indemnities are increased 5% a year up to 50% maximum increase without increase in premium.

The contract is non-house-confining, employs the "accidental bodily injury" clause; requires no medical examination; contains a grace period of 31 days each year, and offers up to 50% benefit for partial disability.

Fraser Agency Lays Plans

The John M. Fraser Agency of Connecticut Mutual at New York held a luncheon last week to launch plans for fall business. The agency stands in number one position among Connecticut Mutual agencies. Guest on the occasion was Vincent B. Coffin, vice-president of the company.

Mr. Coffin traced the history of the agency over the years, and pointed out the large contributions it had made.

Palmer Nashville Speaker

H. Bruce Palmer, vice-president and superintendent of agencies of Mutual Benefit Life, will address the sales executive council of Nashville Chamber of Commerce Sept. 21.

Insanity Voids Change

The Georgia supreme court has affirmed a judgment in favor of a man who contended that his father was insane when he substituted another beneficiary for the son and that fraud was practiced on the insured. The son also argued that because of a contract alleged to have existed between the father and son the latter had a vested interest in the policy. The court did not rule on this point, however. The case is Smallwood vs. Boney.

To Review Blank Changes

Clinton O. Shepherd, actuary, Travelers, spoke on "The Proposed Revision of the Annual Statement" at the first fall dinner meeting of the junior branch of New York Actuaries Club.

Mr. Shepherd is a member of the joint committee on blanks of Life Insurance Assn. of America and American Life Convention which has drafted the proposed revision of the annual statement.

Provident Mutual's Veteran Qualifiers

Provident Mutual Life's veteran production club qualifiers—all of whom have spent many years with company, posed for their picture at the recent convention at Banff Springs. Left to right, they are Jesse R. Edmondson, Wilmington, Del.; Frederick Dales, Schenectady; Samuel W. Jones, Philadelphia; Charles S. Forry, York, Pa.; William H. Goehring, Pittsburgh, and Robert E. Fox, Philadelphia.



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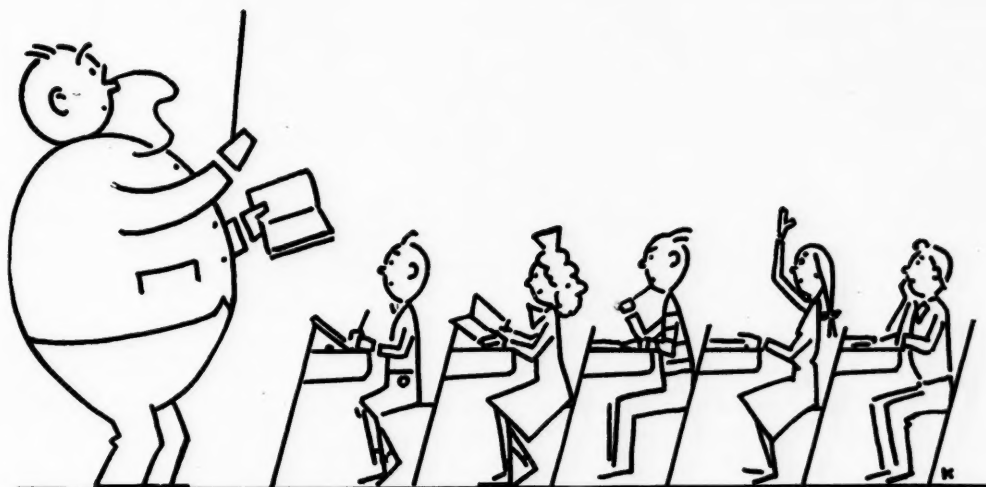
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